COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1978

	EVENING 7:00–11:00 PM										All 7:00–11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25–30 Min.	All 55–60 Min.	7:00–9:00 PM	9:00–11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	15.0	18.8	20.7			16.5	20.6	17.3	17.5	18.0	17.8	18.9	18.3
NO. OF PROGRAMS!	5	6	16	IFR	IFR	7	14	18	14	28	42	33	75

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM	WEEKDAY DAYTIME 10:00AM–4:30PM						WEEKEND DAYTIME			
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM–1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM–1:00PM	1:00–4:30PM	10:00AM–4:30PM	Children's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.9	10.5	5.8	7.0	5.0	5.0	5.0	6.9	6.0	5.7	9.9		9.0
NO. OF PROGRAMS!	4	3	10	14	9	3	15	12	27	34	9	IFR	11

1 SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING

2 INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING

! PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE MINUTE PROGRAMS ARE EXCLUDED

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 17, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	WBA WORLD HVYWT.CHMPNSHIP(S)	37.3	27,790
2	CHARLIE'S ANGELS#	32.5	24,210
3	THREE'S COMPANY#	31.6	23,540
4	HAPPY DAYS#	29.3	21,830
5	ABC SUNDAY NIGHT MOVIE#	28.1	20,930
6	TAXI#	27.4	20,410
7	MORK AND MINDY#	26.4	19,670
7	ROOTS(S)	26.4	19,670
9	MISS AMERICA PAGEANT(S)	25.9	19,300
10	ROOTS(S)	25.6	19,070
11	ROOTS(S)	25.5	19,000
12	BARNEY MILLER#	25.2	18,770
13	ROOTS(S)	24.8	18,480
14	ROOTS(S)	24.6	18,330
15	SOAP#	24.2	18,030
16	STARSKY AND HUTCH#	23.5	17,510
17	EIGHT IS ENOUGH	23.3	17,360
18	NFL MONDAY NIGHT FOOTBALL	22.0	16,390
19	LAVERNE AND SHIRLEY#	21.1	15,720
20	ONE DAY AT A TIME#	20.4	15,200
21	FANTASY ISLAND#	20.3	15,120
22	NBC MONDAY NIGHT MOVIES#	20.1	14,970

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	HOUSEHOLD AUDIENCES KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING									
ABC NEWSBRIEF-M-F	229	186	185	96	95	A	23.4	39	1743
1 MTUF 8.58P 1 ABC N						B	17.6	29	1311
1 WED. 8.57P 1									
1 THU. 9.54P 1									
2 MON. 8.58P 1									
2 TU&TH 9.58P 1									
2 WED. 8.57P 2									
2 FRI. 8.54P 1									
ABC NEWSBRIEF-SAT.	47	182	184	95	97	A	18.6	33	1386
SAT. 9.58P 1 ABC N						B	18.6	34	1386
ABC NEWSBRIEF-SUN.	46	184	162	97	82	A	14.7	26	1095
SUN. 7.58P 1 ABC N						B	16.8	28	1252
ABC SUNDAY NIGHT MOVIE	1		196		99	A	28.1	43	2093
2 SUN. 8.00P 149 ABC FF						B	28.1	43	2093
& 11.05P 25									
ABC WORLD NEWS TONIGHT	45	189	195	96	98	A	9.1	21	678
M-F 6.30P 30 ABC N						B	8.0	20	596
ABC WRLD NEWS TONIGHT-SAT	32		108		65	A	4.3	11	320
2 SAT. 6.30P 30 ABC N						B	4.8	12	358
ALICE	39	160		84		A	10.3	16	767
1 SUN. 9.30P 30 CBS CS						B	21.6	35	1609
CBS TUESDAY NIGHT MOVIES	24	171	176	96	95	A	17.1	27	1274
1 TUE. 9.00P 120 CBS FF						B	15.6	27	1162
2 TUE. 9.00P 105									
CBS WEDNESDAY NIGHT MOVIE	35		182		97	A	7.5	12	559
2 WED. 8.30P 150 CBS FF						B	16.3	27	1214
CHARLIE'S ANGELS	1		204		99	A	32.5	54	2421
2 WED. 9.00P 120 ABC PD						B	32.5	54	2421
CHIPS	1		200		98	A	13.7	26	1021
2 SAT. 8.00P 60 NBC OP						B	13.7	26	1021
DICK CLARK-CAST-THOUSANDS(S)		192		96		A	18.3	30	1363
1 WED. 9.00P 120 NBC GV									
DR. STRANGE(S)		176		94		A	12.3	22	916
1 WED. 8.00P 120 CBS SF									
EDDIE CAPRA MYSTERIES(S)		195		98		A	15.9	27	1185
1 FRI. 9.00P 120 NBC SM									
EIGHT IS ENOUGH	2	199	199	99	99	A	23.3	42	1736
WED. 8.00P 60 ABC CS						B	23.3	42	1736
EMMY AWARDS(S)			187		99	A	18.3	33	1363
2 SUN. 8.27P 123 CBS AC									
& 11.03P 91									
BARNABY JONES	38	182	184	98	99	A	16.4	28	1222
THU. 10.00P 60 CBS PD						B	19.8	35	1475
BARNEY MILLER	1		197		99	A	25.2	41	1877
2 THU. 9.00P 60 ABC CS						B	25.2	41	1877
BAY CTY ROLLRS-SUPERSTARS(S)		191		93		A	7.8	16	581
1 FRI. 8.00P 60 NBC CE									
BIG EVENT-TUE.	25	187	203	94	99	A	14.0	23	1043
1 TUE. 8.00P 180 NBC FV						B	17.0	29	1267
2 TUE. 9.00P 120									
BIG EVENT	45	200	204	99	99	A	19.1	30	1423
1 SUN. 8.00P 120 NBC FV						B	18.5	31	1378
2 SUN. 9.00P 89									
& 11.05P 31									
CANINE HALL OF FAME(S)			198		95	A	10.2	17	760
2 TUE. 8.00P 60 NBC U									
CBS EVENING NEWS-CRONKITE	230	199	199	99	99	A	11.1	25	827
M-F 6.30P 30 CBS N						B	13.7	29	1021
CBS FRIDAY NIGHT MOVIE	22	170	161	94	96	A	12.7	21	946
1 FRI. 9.00P 120 CBS FF						B	15.0	26	1118
2 FRI. 9.00P 105									
CBS SAT. NEWS-SCHIEFFER	45		149		90	A	8.4	22	626
2 SAT. 6.30P 30 CBS N						B	9.9	23	738
CBS SATURDAY NIGHT MOVIE	13	178	180	98	98	A	15.1	27	1125
1 SAT. 9.00P 144 CBS FF						B	12.0	25	894
2 SAT. 9.00P 120									
FANTASY ISLAND	1		200		99	A	20.3	36	1512
2 SAT. 10.00P 60 ABC A						B	20.3	36	1512
FRIDAY MOVIE OF THE WEEK(S)			198		99	A	12.1	21	901
2 FRI. 8.00P 90 NBC FF									
GOOD TIMES	12		176		98	A	12.8	20	954
2 MON. 8.30P 30 CBS CS						B	14.8	28	1103
GOOD TIMES	1		176		97	A	13.3	26	991
2 SAT. 8.00P 60 CBS CS						B	13.3	26	991
GRANDPA GOES-WASHINGTON(S)		197		97		A	16.9	27	1259
1 THU. 9.00P 60 NBC GD									
HAPPY DAYS	1		214		99	A	29.3	49	2183
2 TUE. 8.00P 60 ABC CS						B	29.3	49	2183
HAPPY DAYS(S)		196		99		A	19.4	40	1445
1 FRI. 8.00P 60 ABC CS									
HAWAII FIVE-O	36	181	192	99	99	A	14.9	24	1110
THU. 9.00P 60 CBS OP						B	18.9	32	1408
INCREDIBLE HULK	16		173		96	A	12.2	21	909
2 FRI. 8.00P 60 CBS SF						B	17.6	33	1311
INCREDIBLE HULK(B)		165		94		A	10.3	17	767
1 WED. 10.00P 60 CBS SF									
JEFFERSONS	13	140	165	88	95	A	14.8	26	1103
1 MON. 8.00P 90 CBS CS						B	14.6	29	1088
2 MON. 8.00P 30									
JOE NAMATH-WAVERLY WONDRS(S)		185		95		A	14.5	27	1080
1 THU. 8.00P 60 NBC GV									

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PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE::	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	HOUSEHOLD AUDIENCES KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D									
KAZ	1	176		99		A	17.7	29	1319
1 SUN. 10.00P 60 CBS GD						B	17.7	29	1319
LASSIE-THE NEW BEGINNING(S)			182		96	A	11.7	21	872
2 SUN. 7.00P 60 ABC A									
LAVERNE AND SHIRLEY	1	218		99		A	21.1	38	1572
1 TUE. 8.00P 60 ABC CS						B	21.1	38	1572
LIFELINE(S)		196		98		A	14.1	23	1050
1 THU. 10.00P 60 NBC GD									
LITTLE HOUSE-PRAIRIE	42	202	212	98	99	A	16.6	28	1237
1 MON. 8.00P 120 NBC GD						B	20.9	34	1557
2 MON. 8.00P 60									
LOU GRANT	23	189	190	98	98	A	16.0	27	1192
MON. 10.00P 60 CBS GD						B	18.7	32	1393
LOVE BOAT	28	190	195	98	97	A	19.1	35	1423
1 SAT. 9.00P 60 ABC CS						B	19.9	38	1483
2 SAT. 8.00P 120									
M*A*S*H	28	173	191	98	99	A	19.5	30	1453
1 MON. 9.30P 30 CBS CS						B	22.8	37	1699
2 MON. 9.00P 30									
NBC SALUTES DISNEY(S)			203		99	A	17.3	29	1289
2 WED. 8.00P 120 NBC GV									
NBC SATURDAY NIGHT MOVIES	1		204		99	A	16.6	30	1237
2 SAT. 9.00P 120 NBC FF						B	16.6	30	1237
NCAA FOOTBALL GAME(S)		204		99		A	11.5	28	857
1 SAT. 6.00P 173 ABC SE									
NCAA FOOTBALL POST(S)		198		98		A	9.2	19	685
1 SAT. 8.53P 7 ABC SC									
NEWSBREAK-M-F	235	159	161	89	90	A	11.6	20	864
1 MON. 9.28P 1 CBS N						B	14.1	24	1050
1 TU&TH 8.58P 1									
1 WED. 8.52P 2									
1 FRI. 8.57P 2									
2 MTUF 8.58P 1									
2 WED. 9.05P 1									
2 THU. 8.57P 2									
NEWSBREAK-SAT.	47	162	168	90	92	A	11.4	22	849
SAT. 8.58P 1 CBS N						B	12.5	24	931
NEWSBREAK-SUN.	46	172	180	93	93	A	13.7	23	1021
1 SUN. 8.28P 1 CBS N						B	18.3	30	1363
2 SUN. 8.24P 1									
MISS AMERICA PAGEANT(S)		217		99		A	25.9	50	1930
1 SAT. 10.00P 120 NBC AC									
MORK AND MINDY	1		196		99	A	26.4	46	1967
2 THU. 8.00P 60 ABC CS						B	26.4	46	1967
NBC MONDAY NIGHT MOVIES	1		199		99	A	20.1	32	1497
2 MON. 9.00P 120 NBC FF						B	20.1	32	1497
NBC NEWS UPDATE-M-F	227	165	170	83	84	A	12.4	21	924
1 MON. 9.17P 1 NBC N						B	14.4	24	1073
1 TUE. 9.02P 1									
1 W-F 8.58P 1									
2 M & TU 8.58P 1									
2 WED. 9.00P 1									
2 THU. 9.02P 1									
2 FRI. 9.28P 1									
NBC NEWS UPDATE-SAT.	45	182	179	89	89	A	14.2	27	1058
1 SAT. 9.08P 1 NBC N						B	14.6	27	1088
2 SAT. 8.58P 1									
NBC NEWS UPDATE-SUN.	46	178	184	88	88	A	16.0	24	1192
1 SUN. 9.04P 1 NBC N						B	16.8	27	1252
2 SUN. 8.58P 1									
NBC NIGHTLY NEWS-SAT.	44	147	153	86	85	A	8.0	21	596
SAT. 6.30P 30 NBC N						B	7.3	17	544
NBC NIGHTLY NEWS-SUN.	38		114		70	A	5.6	12	417
2 SUN. 6.30P 30 NBC N						B	6.9	15	514
NBC NIGHTLY NEWS	229	204	206	99	99	A	11.2	25	834
M-F 6.30P 30 NBC N						B	12.3	25	916
NFL MONDAY NIGHT FOOTBALL	2	202	203	98	99	A	22.0	39	1639
1 MON. 9.00P 175 ABC SE						B	22.0	39	1639
2 MON. 9.00P 174									
ONE DAY AT A TIME	23		186		99	A	20.4	31	1520
2 MON. 9.30P 30 CBS CS						B	22.7	36	1691
PAPER CHASE(S)		176		95		A	13.6	28	1013
1 SAT. 8.00P 60 CBS GD									
POPEYE SHOW(S)			182		95	A	10.0	18	745
2 WED. 8.00P 30 CBS EA									
QUINCY, M.E.(B)		194		97		A	17.8	31	1326
1 MON. 10.00P 60 NBC OP									
QUINCY, M.E.	41		203		99	A	9.2	15	685
2 FRI. 9.30P 90 NBC OP						B	18.6	34	1386
ROOTS(S)		210		99		A	24.6	38	1833
1 TUE. 9.00P 120 ABC GD									
ROOTS(S)		207		99		A	25.6	42	1907
1 WED. 9.00P 120 ABC GD									
ROOTS(S)		210		99		A	25.5	43	1900
1 THU. 8.00P 180 ABC GD									
ROOTS(S)		210		99		A	24.8	43	1848
1 FRI. 9.00P 120 ABC GD									
ROOTS(S)		209		99		A	26.4	43	1967
1 SUN. 8.00P 171 ABC GD									
SHARKS: THE DEATH MACHINE(S)		202		98		A	13.2	25	983
1 WED. 8.00P 60 NBC DO									

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EVENING CONT'D									
60 MINUTES	48	183	198	99	99	A	16.7	27	1244
1 SUN. 8.30P 60 CBS DN						B	21.5	39	1602
2 SUN. 7.27P 60									
SOAP	1		189		98	A	24.2	42	1803
2 THU. 10.00P 60 ABC CS						B	24.2	42	1803
SPIDER-MAN(S)		170		96		A	12.8	23	954
1 TUE. 8.00P 60 CBS SF									
SPIDER-MAN(S)			169		97	A	12.7	21	946
2 TUE. 8.00P 60 CBS SF									
STARSKY AND HUTCH	1		199		99	A	23.5	39	1751
2 TUE. 10.00P 60 ABC OP						B	23.5	39	1751
TAXI	1		201		99	A	27.4	42	2041
2 TUE. 9.30P 30 ABC CS						B	27.4	42	2041
THREE'S COMPANY	1		210		99	A	31.6	48	2354
2 TUE. 9.00P 30 ABC CS						B	31.6	48	2354
36-BEAUTIFUL GIRLS-TEXAS(S)		177		94		A	18.0	33	1341
1 MON. 8.00P 60 ABC GV									
THURS. MOVIE OF THE WEEK(S)			202		98	A	12.6	21	939
2 THU. 8.00P 120 NBC FF									
ABC WEEKEND REPORT-SAT.	46	149	153	89	89	A	5.3	10	395
SAT. 11.00P 15 ABC N						B	7.6	17	566
ABC WEEKEND REPORT-SUN.	44	153	150	92	92	A	6.7	16	499
1 SUN. 11.00P 15 ABC N						B	6.0	14	447
2 SUN. 11.30P 15									
BARETTA-11:30PM	42	160	156	92	92	A	6.4	26	477
1 FRI. 11.30P 65 ABC OP						B	6.7	22	499
2 FRI. 12.42A 64									
CBS NEWS SPECIAL REPORT(S)		162		91		A	3.4	13	253
1 TUE. 11.45P 30 CBS N									
CBS SUNDAY NEWS-BRADLEY	46	131	125	70	77	A	4.8	16	358
1 SUN. 11.00P 15 CBS N						B	7.6	17	566
2 SUN. 12.34A 15									
LATE MOVIE I	215	159	155	90	88	A	4.7	20	350
1 MON. 11.53P 96 CBS FF						B	6.2	26	462
1 TUE. 12.15A 103									
1 WED. 11.45P 70									
1 THU. 11.45P 37									
1 FRI. 11.45P 97									
2 MON. 11.30P 100									
2 TUE. 11.30P 70									
2 WED. 11.30P 68									

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
20/20 (B)		192		98		A	12.5	24	931
1 SUN. 7.00P 60 ABC DN									
US AGAINST THE WORLD II(S)		205		99		A	16.3	32	1214
1 SAT. 8.00P 120 NBC SE									
W.E.B.-WED.(S)			196		98	A	9.7	17	723
2 WED. 10.00P 60 NBC GD									
W.E.B.	1		197		99	A	8.8	15	656
2 THU. 10.00P 60 NBC GD						B	8.8	15	656
WALTONS	41	187	198	98	99	A	13.2	24	983
THU. 8.00P 60 CBS GD						B	18.0	31	1341
WBA WORLD HVYWT.CHMPNSHIP(S)			206		97	A	37.3	61	2779
2 FRI. 8.00P 221 ABC SE									
WEEKEND(S)		197		99		A	11.7	20	872
1 SUN. 10.00P 60 NBC DN									
WELCOME BACK, KOTTER	1		187		94	A	17.7	31	1319
2 MON. 8.00P 60 ABC CS						B	17.7	31	1319
WONDER WOMAN	40	178		95		A	11.1	23	827
1 FRI. 8.00P 60 CBS SF						B	14.5	28	1080
WONDERFUL WORLD OF DISNEY	43	208	209	98	99	A	17.0	30	1267
1 SUN. 7.00P 60 NBC FV						B	15.5	28	1155
2 SUN. 7.00P 120									
•LATE FRINGE									
ABC SPECIAL REPORT(S)			193		98	A	26.9	43	2004
2 SUN. 11.01P 4 ABC N									
2 THU. 11.30P 27									
2 FRI. 11.30P 72									
LATE MOVIE II	123	159	153	90	87	A	3.7	25	276
1 TUE. 1.58A 30 CBS FF						B	4.4	28	328
1 WED. 12.55A 54									
1 THU. 12.22A 53									
2 MON. 1.13A 12									
2 TUE. 12.43A 43									
2 WED. 12.41A 43									
2 THU. 12.07A 52									
2 FRI. 12.45A 39									
MIDNIGHT SPECIAL	46	192	192	98	98	A	2.9	21	216
FRI. 1.00A 90 NBC PC						B	3.6	26	268
NBC LATE NIGHT MOVIE	46	105	106	63	63	A	1.9	12	142
1 SUN. 11.30P 124 NBC FF						B	3.6	17	268
2 SUN. 12.06A 124									
POLICE WOMAN	2	172	175	95	96	A	7.7	31	574
1 WED. 11.30P 67 ABC OP						B	7.7	31	574
2 WED. 11.30P 66									
SATURDAY NIGHT	33	200	205	97	96	A	8.9	35	663
1 SAT. 12.30A 81 NBC GV						B	9.5	32	708
2 SAT. 11.30P 86									
STARSKY AND HUTCH-11:30	2	174	176	96	96	A	7.7	30	574
1 THU. 11.30P 66 ABC OP						B	7.7	30	574
2 THU. 11.30P 67									

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LATE FRINGE CONT'D									
SWAT-WED	2	160	162	94	94	A	4.1	29	305
1 WED. 12.37A 48 ABC OP						B	4.1	29	305
2 WED. 12.36A 47									
SWAT-THUR	2	160	163	94	94	A	4.1	28	305
1 THU. 12.36A 47 ABC OP						B	4.1	28	305
2 THU. 12.37A 42									
TOMORROW SHOW	184	170	171	97	98	A	2.2	19	164
M-TH 1.00A 45 NBC CC						B	2.5	20	186
TONIGHT SHOW	230	211	210	99	99	A	7.2	27	536
1 MON. 11.30P 77 NBC GV						B	8.0	30	596
1 TUE. 11.30P 79									
1 WED. 11.30P 81									
1 THU. 11.30P 78									
1 FRI. 11.30P 75									
2 MON. 11.30P 79									
2 TUTHF 11.30P 75									
2 WED. 11.30P 77									
TUESDAY MOVIE OF THE WEEK	2	176	168	96	94	A	7.3	29	544
TUE. 11.30P 71 ABC FF						B	7.3	29	544
TUESDAY MOVIE-WEEK PART 2	2	176	162	96	91	A	5.3	38	395
1 TUE. 12.41A 67 ABC FF						B	5.3	38	395
ANOTHER WORLD	226	197	205	97	99	A	7.4	26	551
M-F 3.00P 60 NBC DD						B	8.2	28	611
AS THE WORLD TURNS	225	197	199	99	99	A	7.5	29	559
1 TUE. 1.42P 48 CBS DD						B	8.2	30	611
1 W-F 1.30P 60									
2 M-F 1.30P 60									
CAPTAIN KANGAROO	229	176	185	96	99	A	2.5	16	186
M-F 8.00A 60 CBS C						B	3.3	20	246
CARD SHARKS	90	146	151	85	87	A	3.6	21	268
M-F 10.00A 30 NBC QG						B	4.2	24	313
CBS MID-DAY NEWS-EDWARDS	228	155	165	88	89	A	5.1	24	380
M-F 11.55A 4 CBS N						B	5.5	24	410
CBS MORNING NEWS	230	165	176	93	96	A	1.8	16	134
M-F 7.15A 45 CBS N						B	2.0	16	149
CBS NEWS SPECIAL REPORT(S)		191		98		A	5.9	24	440
1 TUE. 1.30P 12 CBS N									
CBS NEWS SPECIAL REPORT(S)		193		98		A	7.5	26	559
1 TUE. 3.52P 11 CBS N									
DAYS OF OUR LIVES	229	199	208	97	99	A	6.0	23	447
1 MWTHF 1.30P 60 NBC DD						B	6.8	25	507

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	HOUSEHOLD AUDIENCES KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 TUE. 12.41A 65									
U.S. OPEN TEN. HILITE-MON(S)		169		95		A	5.3	16	395
1 MON. 11.30P 23 CBS SC									
U.S. OPEN TEN. HILITE-TUE(S)		172		94		A	5.3	16	395
1 TUE. 11.30P 15 CBS SC									
U.S. OPEN TEN. HILITE-WED(S)		175		95		A	5.8	18	432
1 WED. 11.30P 15 CBS SC									
U.S. OPEN TEN. HILITE-THU(S)		175		95		A	6.4	19	477
1 THU. 11.30P 15 CBS SC									
U.S. OPEN TEN. HILITE-FRI(S)		173		94		A	8.1	22	603
1 FRI. 11.30P 15 CBS SC									
•WEEKDAY DAYTIME									
ABC SPECIAL REPORT:BEGIN(S)		191		99		A	8.3	28	618
1 TUE. 3.48P 17 ABC DN									
ABC SPECIAL REPORT:SADAT(S)		180		96		A	8.1	33	603
1 TUE. 1.27P 14 ABC DN									
ALL IN THE FAMILY M-F	10	148	168	88	94	A	3.6	21	268
M-F 10.00A 30 CBS CS						B	3.6	21	268
ALL MY CHILDREN	228	168	190	94	98	A	8.8	35	656
1 MWTHF 1.00P 60 ABC DD						B	8.5	32	633
1 TUE. 1.00P 27									
& 1.41P 19									
2 M-F 1.00P 60									
AMERICA ALIVE	35	179	184	90	92	A	2.7	12	201
M-F 12.00N 60 NBC GV						B	3.3	13	246
1 TUE. 1.30P 3									
& 1.45P 45									
2 M-F 1.30P 60									
DOCTORS	226	192	201	96	98	A	6.0	22	447
M-F 2.30P 30 NBC DD						B	6.4	24	477
EDGE OF NIGHT	220	147	165	85	89	A	6.0	20	447
1 MWTHF 4.00P 30 ABC DD						B	5.4	18	402
1 TUE. 4.05P 25									
2 M-F 4.00P 30									
FAMILY FEUD	228	169	187	95	99	A	7.2	34	536
M-F 11.30A 30 ABC QP						B	8.6	38	641
FOR RICHER, FOR POORER	171	137	136	76	68	A	2.4	10	179
M-F 1.00P 30 NBC DD						B	3.4	13	253
GENERAL HOSPITAL	153	175	192	95	99	A	8.1	28	603
1 MWTHF 3.00P 60 ABC DD						B	7.3	25	544
1 TUE. 3.00P 48									
2 M-F 3.00P 60									
GOOD MORNING, AMERICA-730	230	170	188	94	98	A	2.8	23	209
M-F 7.30A 30 ABC N						B	2.8	21	209
GOOD MORNING, AMERICA-830	230	174	189	93	97	A	3.7	24	276
M-F 8.30A 30 ABC N						B	3.5	21	261
GUIDING LIGHT	195	189	189	99	99	A	7.0	26	522
1 TU-F 2.30P 60 CBS DD						B	7.6	27	566
2 M-F 2.30P 60									
HAMBLETONIAN STAKES(S)		130		86		A	3.8	10	283
1 MON. 5.45P 15 CBS SE									

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D												
HAPPY DAYS M-F				227	169	169	96	96	A	5.3	29	395
1 TU-F	11.00A	30	ABC	CS					B	6.6	31	492
2 M-F	11.00A	30										
HAPPY DAYS M-F(B)					101		77		A	5.0	19	373
1 MON.	11.00A	30	ABC	CS								
HOLLYWOOD SQUARES				224	179	185	91	94	A	4.4	24	328
M-F	10.30A	30	NBC	QP					B	5.2	27	387
LOVE OF LIFE				228	168	181	93	95	A	5.3	25	395
M-F	11.30A	30	CBS	DD					B	5.8	26	432
MAGAZINE(S)					186		96		A	4.4	25	328
1 THU.	10.30A	60	CBS	DN								
M*A*S*H M-F				9	176	179	92	95	A	6.4	22	477
1 TUE.	3.30P	22	CBS	CS					B	6.4	22	477
1 W-F	3.30P	30										
2 M-F	3.30P	30										
MATCH GAME '78				163	145	142	80	79	A	5.0	17	373
1 TUE.	4.03P	27	CBS	QP					B	5.8	19	432
1 W-F	4.00P	30										
2 M-F	4.00P	30										
NEW HIGH ROLLERS				90	186	192	96	98	A	4.7	25	350
U.S. OPEN TENNIS-MON.(S)					128		85		A	3.3	10	246
1 MON.	1.00P	285	CBS	SE								
WHEEL OF FORTUNE				90	190	197	95	97	A	5.3	25	395
M-F	11.30A	30	NBC	QG					B	6.0	27	447
YOUNG AND THE RESTLESS				226	194	194	99	99	A	7.4	34	551
1 TU-F	12.00N	30	CBS	DD					B	7.6	32	566
2 M-F	12.00N	30										
YOUNG AND THE RESTLESS(B)					112		73		A	6.0	21	447
1 MON.	12.00N	30	CBS	DD								
•WEEKEND DAYTIME												
ABC WEEKEND SPECIALS				2	174	179	92	94	A	6.4	27	477
SAT.	12.00N	30	ABC	FV					B	6.4	27	477
ABC WIDE WORLD-SPORTS SAT				39	199	205	99	99	A	9.3	27	693
1 SAT.	4.30P	90	ABC	SA					B	9.2	25	685
2 SAT.	5.00P	90										
ALL NEW PINK PANTHER				2	183	184	96	96	A	5.4	26	402
SAT.	11.30A	30	ABC	CA					B	5.4	26	402
ALL NEW POPEYE HOUR 1				2	181	185	95	95	A	3.0	25	224
SAT.	8.00A	30	CBS	CA					B	3.0	25	224
ALL NEW POPEYE HOUR 2				2	181	185	95	95	A	5.4	32	402

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M-F	11.00A	30	NBC	QG					B	5.1	25	380
ONE LIFE TO LIVE				154	195	195	99	99	A	7.9	30	589
1 TU-F	2.00P	60	ABC	DD					B	7.3	27	544
2 M-F	2.00P	60										
ONE LIFE TO LIVE(B)					104		79		A	5.2	16	387
1 MON.	2.00P	60	ABC	DD								
PRICE IS RIGHT 1				164	165	181	86	92	A	4.5	25	335
1 MTUWF	10.30A	30	CBS	AP					B	5.7	28	425
2 M-F	10.30A	30										
PRICE IS RIGHT 2				171	165	180	86	91	A	5.1	27	380
1 MTUWF	11.00A	30	CBS	AP					B	6.1	28	454
2 M-F	11.00A	30										
RYAN'S HOPE				228	184	186	97	97	A	7.3	33	544
1 TU-F	12.30P	30	ABC	DD					B	7.0	28	522
2 M-F	12.30P	30										
RYAN'S HOPE(B)					103		77		A	4.6	16	343
1 MON.	12.30P	30	ABC	DD								
SEARCH FOR TOMORROW				227	170	185	93	97	A	6.6	29	492
M-F	12.30P	30	CBS	DD					B	7.1	29	529
TODAY SHOW-7.30AM				229	206	215	97	99	A	4.1	31	305
M-F	7.30A	30	NBC	N					B	4.2	29	313
TODAY SHOW-8.30AM				230	202	211	97	99	A	3.8	26	283
M-F	8.30A	30	NBC	N					B	4.4	29	328
$20,000 PYRAMID				155	151	163	86	88	A	5.0	22	373
M-F	12.00N	30	ABC	QG					B	5.5	23	410
SAT.	8.30A	30	CBS	CA					B	5.4	32	402
AMERICAN BANDSTAND '78				2	164	159	88	87	A	6.0	24	447
SAT.	12.30P	60	ABC	PC					B	6.0	24	447
ANIMALS, ANIMALS, ANIMALS				2	128	128	79	80	A	3.0	13	224
SUN.	11.30A	30	ABC	CL					B	3.0	13	224
ARK II				1		155		82	A	5.1	22	380
2 SAT.	1.00P	30	CBS	CL					B	5.1	22	380
BAGGY PANTS & THE NITWITS				2	140	148	71	79	A	5.2	21	387
SAT.	12.30P	30	NBC	CA					B	5.2	21	387
BUGS BUNNY/ROAD RUNNER 1				2	193	194	99	99	A	6.6	31	492
SAT.	9.00A	30	CBS	CA					B	6.6	31	492
BUGS BUNNY/ROAD RUNNER 2				2	193	194	99	99	A	8.2	34	611
SAT.	9.30A	30	CBS	CA					B	8.2	34	611
BUGS BUNNY/ROAD RUNNER 3				2	193	194	99	99	A	9.3	36	693
SAT.	10.00A	30	CBS	CA					B	9.3	36	693
CBS NFL FOOTBALL PRE GAME				2	191	197	99	99	A	5.8	26	432
SUN.	12.30P	30	CBS	SC					B	5.8	26	432
CBS NFL FOOTBALL GAME 1				2	204	207	99	99	A	13.0	40	969
1 SUN.	1.00P	180	CBS	SE					B	13.0	40	969
2 SUN.	1.00P	162										
CBS NFL FOOTBALL GAME 2				1		190		80	A	16.5	37	1229
2 SUN.	5.13P	134	CBS	SE					B	16.5	37	1229
CBS NFL FOOTBALL POST				1		118		52	A	4.4	12	328
2 SUN.	3.42P	18	CBS	SC					B	4.4	12	328

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WEEKEND DAYTIME CONT'D									
CBS SPORTS SPECTACULAR	42		150		88	A	6.4	19	477
2 SAT. 4.30P 90 CBS SA						B	6.6	19	492
CHALLENGE-SUPERFRIENDS I	2	191	192	99	99	A	7.6	37	566
SAT. 9.00A 30 ABC CA						B	7.6	37	566
CHALLENGE-SUPERFRIENDS II	2	191	189	99	99	A	8.5	36	633
SAT. 9.30A 30 ABC CA						B	8.5	36	633
CLUE CLUB	1		61		54	A	2.2	13	164
2 SUN. 9.30A 30 CBS CA						B	2.2	13	164
COLLEGE FOOTBALL 1978	2	119	145	76	88	A	2.5	10	186
SUN. 12.30P 30 ABC SA						B	2.5	10	186
FABULOUS FUNNIES	2	156	161	77	85	A	4.8	20	358
SAT. 12.00N 30 NBC CA						B	4.8	20	358
FACE THE NATION	46	155	161	90	94	A	3.2	13	238
SUN. 11.30A 30 CBS CC						B	2.9	14	216
FANGFACE	2	180	182	96	97	A	4.9	31	365
SAT. 8.30A 30 ABC CA						B	4.9	31	365
FANTASTIC FOUR	2	184	187	94	94	A	5.8	23	432
SAT. 10.30A 30 NBC CA						B	5.8	23	432
FAT ALBERT AND COSBY KIDS	1		187		97	A	6.6	27	492
IN THE NEWS- 9.26AM-SUN.	2	48	62	40	56	A	1.3	10	97
SUN. 9.26A 3 CBS N						B	1.3	10	97
IN THE NEWS- 9.56AM-SUN.	2	53	61	43	50	A	1.7	11	127
SUN. 9.56A 3 CBS N						B	1.7	11	127
ISSUES AND ANSWERS	2	162	163	96	96	A	2.1	9	156
SUN. 12.00N 30 ABC CC						B	2.1	9	156
KIDS ARE PEOPLE TOO 2(B)		89		58		A	2.9	14	216
1 SUN. 10.30A 30 ABC CL									
KIDS ARE PEOPLE TOO 3(B)		85		56		A	3.4	16	253
1 SUN. 11.00A 30 ABC CL									
KIDS ARE PEOPLE TOO II	1		125		79	A	3.4	17	253
2 SUN. 10.30A 30 ABC CL						B	3.4	17	253
KIDS ARE PEOPLE TOO III	1		122		78	A	3.9	18	291
2 SUN. 11.00A 30 ABC CL						B	3.9	18	291
KROFFT SUPERSTAR I	2	195	197	98	98	A	4.2	18	313
SAT. 11.00A 30 NBC CL						B	4.2	18	313
KROFFT SUPERSTAR II	2	195	197	98	98	A	4.6	19	343
SAT. 11.30A 30 NBC CL						B	4.6	19	343
MEET THE PRESS	46	139	163	89	90	A	2.8	14	209
2 SAT. 12.30P 30 CBS CA						B	6.6	27	492
GODZILLA POWER HR I	2	201	201	99	99	A	4.9	21	365
SAT. 9.30A 30 NBC CA						B	4.9	21	365
GODZILLA POWER HR II	2	201	201	99	99	A	6.6	26	492
SAT. 10.00A 30 NBC CA						B	6.6	26	492
IN THE NEWS- 8.26AM	2	183	188	95	96	A	4.1	32	305
SAT. 8.26A 3 CBS N						B	4.1	32	305
IN THE NEWS- 8.56AM	2	183	185	95	95	A	5.7	31	425
SAT. 8.56A 3 CBS N						B	5.7	31	425
IN THE NEWS- 9.26AM	2	193	194	99	99	A	6.8	31	507
SAT. 9.26A 3 CBS N						B	6.8	31	507
IN THE NEWS- 9.56AM	2	193	194	99	99	A	8.9	36	663
SAT. 9.56A 3 CBS N						B	8.9	36	663
IN THE NEWS-10.26AM	2	193	195	99	99	A	9.3	36	693
SAT. 10.26A 3 CBS N						B	9.3	36	693
IN THE NEWS-11.26AM	2	191	194	99	99	A	9.4	39	700
SAT. 11.26A 3 CBS N						B	9.4	39	700
IN THE NEWS-11.56AM	2	193	194	99	99	A	8.7	36	648
SAT. 11.56A 3 CBS N						B	8.7	36	648
IN THE NEWS-12.26PM	1		184		98	A	6.3	25	469
2 SAT. 12.26P 3 CBS N						B	6.3	25	469
IN THE NEWS-12.56PM	1		188		97	A	6.6	27	492
2 SAT. 12.56P 3 CBS N						B	6.6	27	492
IN THE NEWS- 1.26PM	1		157		83	A	4.7	20	350
2 SAT. 1.26P 3 CBS N						B	4.7	20	350
SUN. 12.00N 30 NBC CC						B	3.2	16	238
METRIC MARVELS- 9:27AM	2	195	195	98	98	A	4.2	20	313
SAT. 9.27A 2 NBC IA						B	4.2	20	313
METRIC MARVELS-10:27AM	2	201	201	99	99	A	5.9	23	440
SAT. 10.27A 2 NBC IA						B	5.9	23	440
METRIC MARVELS-11:57AM	2	195	197	98	98	A	4.7	20	350
SAT. 11.57A 2 NBC IA						B	4.7	20	350
NBC MAJOR LEAGUE PRE GAME	19	209	203	99	96	A	5.1	20	380
1 SAT. 2.00P 15 NBC SC						B	5.1	23	380
2 SAT. 2.00P 14									
NBC MAJOR LEAGUE BASEBALL	20	209	203	99	96	A	7.6	25	566
1 SAT. 2.15P 165 NBC SE						B	7.5	28	559
2 SAT. 2.14P 173									
NCAA FOOTBALL PRE GAME	1		209		99	A	6.2	26	462
2 SAT. 1.30P 16 ABC SC						B	6.2	26	462
NCAA FOOTBALL GAME	1		212		99	A	9.0	30	671
2 SAT. 2.02P 169 ABC SE						B	9.0	30	671
NCAA FOOTBALL POST GAME	1		197		97	A	7.1	20	529
2 SAT. 4.51P 9 ABC SC						B	7.1	20	529
NFL '78-NBC	2	151	158	87	88	A	3.7	15	276
SUN. 12.30P 30 NBC SC						B	3.7	15	276
NFL FOOTBALL GAME 1-NBC	2	196	210	79	99	A	8.4	26	626
1 SUN. 1.00P 200 NBC SE						B	8.4	26	626
2 SUN. 1.00P 168									
NFL FOOTBALL GAME 2-NBC	1	215		99		A	12.6	32	939
1 SUN. 4.20P 160 NBC SE						B	12.6	32	939

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WEEKEND DAYTIME CONT'D									
NFL FOOTBALL POST-NBC	1		170		91	A	5.6	15	417
2 SUN. 3.48P 14 NBC SC						B	5.6	15	417
SCHOOLHOUSE ROCK-8.26AM	2	183	183	94	95	A	4.2	35	313
SAT. 8.26A 3 ABC CA						B	4.2	35	313
SCHOOLHOUSE ROCK-8.56AM	2	180	185	96	97	A	5.8	34	432
SAT. 8.56A 3 ABC CA						B	5.8	34	432
SCHOOLHOUSE ROCK-9.56AM	2	191	189	99	99	A	7.3	30	544
SAT. 9.56A 3 ABC CA						B	7.3	30	544
SCHOOLHOUSE ROCK-11.26AM	2	192	192	99	98	A	6.8	28	507
SAT. 11.26A 3 ABC CA						B	6.8	28	507
SCHOOLHOUSE ROCK-11.56AM	2	183	184	96	96	A	5.3	26	395
SAT. 11.56A 3 ABC CA						B	5.3	26	395
SCHOOLHOUSE ROCK-11.55AM	2	129	128	79	80	A	3.0	13	224
SUN. 11.55A 4 ABC CA						B	3.0	13	224
SCOOBY DOO, WHERE ARE YOU	2	183	183	94	95	A	3.7	34	276
SAT. 8.00A 30 ABC CA						B	3.7	34	276
SCOOBY'S ALL STARS I	2	192	193	99	99	A	7.2	28	536
SAT. 10.00A 30 ABC CA						B	7.2	28	536
SCOOBY'S ALL STARS II	2	192	192	99	98	A	7.4	30	551
SAT. 10.30A 30 ABC CA						B	7.4	30	551
SCOOBY'S ALL STARS III	2	192	192	99	98	A	7.5	31	559
SAT. 11.00A 30 ABC CA						B	7.5	31	559
SPACE ACADEMY	1		184		98	A	7.1	29	529
2 SAT. 12.00N 30 CBS CL						B	7.1	29	529
TARZAN AND SUPER SEVEN 1	2	192	194	99	99	A	8.7	35	648
SAT. 10.30A 30 CBS CA						B	8.7	35	648
TARZAN AND SUPER SEVEN 2	2	192	194	99	99	A	9.0	37	671
SAT. 11.00A 30 CBS CA						B	9.0	37	671
TARZAN AND SUPER SEVEN 3	2	190	194	99	99	A	8.8	36	656
SAT. 11.30A 30 CBS CA						B	8.8	36	656
30 MINUTES	1		160		92	A	3.9	16	291
2 SAT. 1.30P 30 CBS DN						B	3.9	16	291
U.S. OPEN TENNIS-SAT.(S)		178		98		A	4.9	16	365
1 SAT. 12.00N 420 CBS SE									
U.S. OPEN TENNIS-SUN.(S)		185		99		A	8.7	20	648
1 SUN. 4.00P 270 CBS SE									
WHAT'S NEW, MISTER MAGOO	1		63		56	A	1.5	11	112
2 SUN. 9.00A 30 CBS CA						B	1.5	11	112
YOGI'S SPACE RACE I	2	195	195	98	98	A	2.4	23	179
SAT. 8.00A 30 NBC CA						B	2.4	23	179
YOGI'S SPACE RACE II	2	195	195	98	98	A	3.5	23	261
SAT. 8.30A 30 NBC CA						B	3.5	23	261
YOGI'S SPACE RACE III	2	195	195	98	98	A	4.1	21	305
SAT. 9.00A 30 NBC CA						B	4.1	21	305

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. SEP. 4, 1978

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,730 23.8				29,580 39.7								
						36 Most Beautiful Girls in Texas (8:00-9:00PM)					NFL Monday Night Football "BALTIMORE VS. DALLAS" (9:00-11:55PM)(1) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)					13,410 18.0				16,460 22.1								
	SHARE OF AUDIENCE %					33	17.3* 33 *		18.6* 33 *	40	23.4* 40 *			25.1* 41 *		25.1* 42 *		23.1* 40 *
	AVG. AUD. BY ¼ HR. %					16.9	17.7	18.3	18.9	22.4	24.4	25.1		25.1	25.4	24.8	23.6	22.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)					18,330 24.6						15,420 20.7			14,680 19.7			
						The Jeffersons (R)					(OP)	M*A*S*H (R)			Lou Grant (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,700 15.7						13,930 18.7			10,880 14.6			
	SHARE OF AUDIENCE %					28	13.3* 26 *		16.2* 29 *		17.6* 28 *	30			25	14.8* 25 *		14.3* 26 *
	AVG. AUD. BY ¼ HR. %					12.5	14.1	15.6	16.7	17.8	17.5	18.8	18.7		15.3	14.4	14.4	14.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,580 23.6									17,210 23.1			
						Little House On The Prairie (R)				(OP)						Quincy, M.E. (R) (8)		
	AVERAGE AUDIENCE (Households (000) & %)					10,580 14.2									13,260 17.8			
	SHARE OF AUDIENCE %					24	11.5* 22 *		13.1* 23 *		15.3* 25 *			16.7* 26 *	31	17.6* 30 *		18.0* 32 *
	AVG. AUD. BY ¼ HR. %					10.9	12.1	12.7	13.4	15.3	15.3	16.4		17.0	17.4	17.8	18.0	18.0

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)					16,910 22.7					27,790 37.3							
						Welcome Back, Kotter				(OP)	NFL Monday Night Football "DENVER VS. MINNESOTA" (9:00-11:54PM)(1)							
	AVERAGE AUDIENCE (Households (000) & %)					13,190 17.7					16,240 21.8							
	SHARE OF AUDIENCE %					31	16.8* 31 *		18.7* 31 *		37	19.8* 31 *		22.4* 35 *		23.3* 37 *		22.0* 36 *
	AVG. AUD. BY ¼ HR. %					15.8	17.7	18.6	18.7		19.5	20.1	22.0	22.7	23.4	23.2	22.0	21.9
CBS TV	TOTAL AUDIENCE (Households (000) & %)					10,730 14.4		10,430 14.0			17,810 23.9		17,210 23.1		16,090 21.6			
						The Jeffersons (R)		Good Times (R)		(OP)	M*A*S*H (R)		One Day at a Time (R)			Lou Grant (R)		
	AVERAGE AUDIENCE (Households (000) & %)					9,010 12.1		9,540 12.8			15,120 20.3		15,200 20.4		12,890 17.3			
	SHARE OF AUDIENCE %					21		20			31		31		29	17.9* 29 *		16.7* 29 *
	AVG. AUD. BY ¼ HR. %					11.8	12.4	12.5	13.1		19.3	21.3	20.2	20.6	18.2	17.5	16.8	16.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,410 27.4					22,950 30.8							
						Little House On The Prairie				(OP)	NBC Monday Night Movies "THE CRITICAL LIST" Pt. I (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)					16,020 21.5					14,970 20.1							
	SHARE OF AUDIENCE %					35	19.3* 33 *		23.8* 37 *		32	20.3* 31 *		20.0* 30 *		20.6* 33 *		19.6* 34 *
	AVG. AUD. BY ¼ HR. %					18.1	20.5	22.8	24.7		20.2	20.5	20.1	19.9	20.7	20.5	20.1	19.1
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	43.2	44.0	45.7	47.9	50.3	52.6	55.3	58.4	61.0	62.7	63.5	62.9		59.8	58.6	56.8	54.9
	WK 2	49.3	50.4	50.0	52.2	56.5	60.3	62.4	65.4	65.7	66.5	66.1	66.2		63.8	61.5	59.2	57.0

U.S. TV Households: 74,500,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

 (1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. MON. SEP. 11, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. SEP. 5, 1978

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)					21,080 28.3					24,440 32.8							
						Laverne and Shirley				(OP)				Roots (9:00-11:00PM)(R)				
	AVERAGE AUDIENCE (Households (000) & %)					15,720					18,330							
	SHARE OF AUDIENCE %					21.1		19.6*		22.6*	24.6	23.1*		25.2*		25.4*		24.6*
	AVG. AUD. BY ¼ HR. %					38 18.5		37 * 20.8	22.0	39 * 23.3	38 22.5	37 * 23.8	24.6	38 * 25.7	25.6	38 * 25.1	25.0	39 * 24.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,740 17.1					19,440 26.1							
							Spider-Man (8:00-9:00PM)			(OP)	CBS Tuesday Night Movies "HAPPILY EVER AFTER" (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)					9,540					13,110							
	SHARE OF AUDIENCE %					12.8		12.3*		13.3*	17.6	16.9*		18.1*		18.0*		17.3*
	AVG. AUD. BY ¼ HR. %					23 12.3		23 * 12.4	13.0	23 * 13.7	27 16.4	27 * 17.5	18.1	27 * 18.0	18.1	27 * 18.0	17.9	28 * 16.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,070 25.6												
										(OP)	Big Event "LITTLE MO" (8:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)					10,500												
	SHARE OF AUDIENCE %					14.1		12.3*		12.9*		14.0*		15.2*		15.4*		15.0*
	AVG. AUD. BY ¼ HR. %					23 12.3		23 * 12.3	13.0	22 * 12.8	13.8	22 * 14.2	14.8	23 * 15.5	15.6	23 * 15.2	15.0	24 * 15.0

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)					26,450 35.5					26,000 34.9		22,720 30.5		21,530 28.9			
						Happy Days					Three's Company		Taxi	(OP)		Starsky & Hutch		
	AVERAGE AUDIENCE (Households (000) & %)					21,830					23,540		20,410		17,510			
	SHARE OF AUDIENCE %					29.3		27.4*		31.3*	31.6		27.4		23.5	23.6*		23.4*
	AVG. AUD. BY ¼ HR. %					49 25.4		47 * 29.3	31.1	50 * 31.5	48 31.2	32.0	42 27.9	26.9	39 23.7	38 * 23.5	23.7	40 * 23.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,190 17.7					17,360 23.3							
							Spider-Man (8:00-9:00PM)			(OP)	CBS Tuesday Night Movies "HONDO" (9:00-10:45PM)							(1)
	AVERAGE AUDIENCE (Households (000) & %)					9,460					12,290							
	SHARE OF AUDIENCE %					12.7		12.5*		12.9*	16.5	14.4*		16.9*		18.1*		
	AVG. AUD. BY ¼ HR. %					21 12.2		22 * 12.7	12.9	21 * 12.8	26 13.9	22 * 14.9	16.4	26 * 17.3	18.3	29 * 17.9	17.1	
NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,430 14.0					16,240 21.8							
							Canine Hall of Fame (8:00-9:00PM)			(OP)	Big Event "THE CRITICAL LIST" Pt. II (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)					7,600					10,360							
	SHARE OF AUDIENCE %					10.2		9.5*		10.9*	13.9	13.1*		14.2*		13.8*		14.3*
	AVG. AUD. BY ¼ HR. %					17 9.4		16 * 9.6	10.7	17 * 11.1	22 12.7	20 * 13.4	14.2	22 * 14.2	13.8	22 * 13.8	14.3	24 * 14.4

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
	WK 1	43.8	45.7	47.7	50.4	51.7	54.2	56.6	58.9	61.5	63.5	65.8	67.5	67.0	65.7	63.7	61.1	
	WK 2	47.9	48.8	50.0	52.3	56.1	59.6	62.3	63.2	65.0	66.2	65.1	64.3	62.8	61.9	60.8	56.2	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, CBS, (10:45-11:00PM)(SUS.).

EVE. TUE. SEP. 12, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. SEP. 6, T978

WEEK 1 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,130 29.7					26,450 35.5							
					Eight Is Enough (R)				(OP)				Roots (9:00-11:00PM)(R)				
AVERAGE AUDIENCE (Households (000) & %)					16,240 21.8					19,070 25.6							
SHARE OF AUDIENCE %					41	19.8*		23.8*		42	22.6*		24.9*		27.6*		27.3*
AVG. AUD. BY ¼ HR. %					18.8	39 *	23.3	44 *	24.2	22.0	38 *	24.3	40 *	27.4	44 *	28.0	45 *
						20.9					23.2		25.5		27.8		26.5
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					16,170 21.7									9,980 13.4			
								Dr. Strange (8:00-10:00PM) (OP)							Incredible Hulk (R)(B)		
AVERAGE AUDIENCE (Households (000) & %)					9,160 12.3									7,670 10.3			
SHARE OF AUDIENCE %					22	11.2*		11.8*			13.4*		12.8*	17	10.1*		10.5*
AVG. AUD. BY ¼ HR. %					11.3	22 *		22 *			22 *		21 *	10.1	16 *		17 *
						11.2	11.6	11.9		13.6	13.2	12.9	12.8		10.1	10.3	10.6
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,710 18.4					21,680 29.1							
						Sharks: The Death Machine (8:00-9:00PM)			(OP)				Dick Clark and a Cast of Thousands (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					9,830 13.2					13,630 18.3							
SHARE OF AUDIENCE %					25	13.2*		13.2*		30	18.0*		18.5*		19.0*		17.6*
AVG. AUD. BY ¼ HR. %					13.2	26 *		24 *			30 *		30 *		30 *		29 *
						13.2	13.1	13.4		17.3	18.7	18.5	18.6	19.3	18.8	17.8	17.4

WEEK 2 — TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					23,770 31.9					33,530 45.0							
					Eight Is Enough				(OP)				Charlie's Angels				
AVERAGE AUDIENCE (Households (000) & %)					18,480 24.8					24,210 32.5							
SHARE OF AUDIENCE %					42	22.4*		27.3*		54	29.7*		32.1*		33.9*		34.3*
AVG. AUD. BY ¼ HR. %					21.2	39 *	26.7	45 *		28.3	48 *	31.9	52 *	33.2	57 *	35.7	61 *
						23.5		27.8			31.0		32.4		34.6		33.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					9,090 12.2		14,750 19.8										
					Popeye Show (8:00-8:30PM)				(OP)		CBS Wednesday Night Movie "BUFFALO BILL AND THE INDIANS" (8:30-11:00PM)						
AVERAGE AUDIENCE (Households (000) & %)					7,450 10.0		5,590 7.5										
SHARE OF AUDIENCE %					18		12	7.1*			8.1*		7.2*		8.1*		7.2*
AVG. AUD. BY ¼ HR. %					10.1	9.9	7.0	12 *			13 *		12 *		14 *		13 *
								7.1		8.3	7.9	7.4	7.0	8.4	7.9	7.4	6.9
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,870 30.7									10,800 14.5			
								NBC Salutes Disney (8:00-10:00PM) (OP)							W.E.B. (10:00-11:00PM)		
AVERAGE AUDIENCE (Households (000) & %)					12,890 17.3									7,230 9.7			
SHARE OF AUDIENCE %					29	16.1*		18.2*			17.6*		17.2*	17	10.3*		9.2*
AVG. AUD. BY ¼ HR. %					16.1	28 *		30 *			28 *		28 *		17 *		16 *
						16.2	18.1	18.3		17.9	17.3	17.3	17.0	11.3	9.3	8.8	9.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	45.3	47.7	47.7	49.3	50.6	51.7	53.3	55.2	58.9	61.4	61.5	62.5	63.0	62.0	61.1	59.1	
WK 2	47.6	48.4	49.0	52.9	56.1	57.6	59.8	60.7	61.8	62.7	62.6	61.8	59.6	58.9	57.8	55.0	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. SEP. 13, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. SEP. 7, 1978

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)					27,710 37.2												
	Roots (8:00-11:00PM)(R) (OP)																	
	AVERAGE AUDIENCE (Households (000) & %)					19,000												
	SHARE OF AUDIENCE %					25.5	19.4*		22.8*			27.5*		28.1*		28.3*		26.6*
	AVG. AUD. BY ¼ HR. %					43	37 *		40 *			44 *		44 *		46 *		45 *
						18.2	20.7	21.9	23.7	26.9	28.2	28.2	28.1	28.4	28.2	27.9		25.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,520 16.8				12,590 16.9				13,630 18.3				
	The Waltons (R) (OP) Hawaii Five-0 (R) Barnaby Jones (R)																	
	AVERAGE AUDIENCE (Households (000) & %)					8,790				9,460				10,060				
	SHARE OF AUDIENCE %					11.8	11.5*		12.1*	12.7	12.3*		13.1*	13.5	13.0*			13.9*
	AVG. AUD. BY ¼ HR. %					22	22 *		21 *	20	20 *		20 *	22	21 *			24 *
						11.2	11.9	12.1	12.2	11.9	12.8	12.9	13.4	13.0	13.1	13.7		14.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)					13,930 18.7				15,350 20.6				13,780 18.5				
	Joe Namath and the Waverly Wonders (8:00-9:00PM) (OP) Grandpa Goes to Washington (9:00-10:00PM) Lifeline (10:00-11:00PM)																	
	AVERAGE AUDIENCE (Households (000) & %)					10,800				12,590				10,500				
	SHARE OF AUDIENCE %					14.5	13.4*		15.5*	16.9	16.3*		17.4*	14.1	14.5*			13.6*
	AVG. AUD. BY ¼ HR. %					27	26 *		27 *	27	26 *		27 *	23	24 *			23 *
						13.0	13.8	15.2	15.8	16.2	16.4	17.2	17.6	15.2	13.8	13.6		13.6

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)					24,510 32.9				22,650 30.4				21,530 28.9				
	Mork & Mindy Barney Miller (OP) Soap																	
	AVERAGE AUDIENCE (Households (000) & %)					19,670				18,770				18,030				
	SHARE OF AUDIENCE %					26.4	24.4*		28.3*	25.2	24.9*		25.4*	24.2	24.5*			23.9*
	AVG. AUD. BY ¼ HR. %					46	44 *		47 *	41	41 *		41 *	42	41 *			43 *
						23.2	25.6	27.9	28.8	25.0	24.9	25.2	25.6	24.4	24.6	24.4		23.4
CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,930 18.7				15,720 21.1				17,210 23.1				
	The Waltons (R) (OP) Hawaii Five-0 (R) Barnaby Jones (R)																	
	AVERAGE AUDIENCE (Households (000) & %)					10,800				12,670				14,380				
	SHARE OF AUDIENCE %					14.5	14.0*		15.1*	17.0	16.7*		17.2*	19.3	19.6*			19.1*
	AVG. AUD. BY ¼ HR. %					25	25 *		25 *	28	27 *		28 *	34	33 *			34 *
						13.5	14.6	14.8	15.3	16.6	16.7	17.0	17.5	19.3	19.9	19.5		18.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,540 22.2								9,010 12.1				
	Thursday Movie of the Week "CLONE MASTER" (8:00-10:00PM) (OP) W.E.B.																	
	AVERAGE AUDIENCE (Households (000) & %)					9,390								6,560				
	SHARE OF AUDIENCE %					12.6	10.7*		11.7*		13.9*		14.2*	8.8	9.3*			8.3*
	AVG. AUD. BY ¼ HR. %					21	19 *		20 *		23 *		23 *	15	16 *			15 *
						10.5	10.9	11.4	12.0	13.7	14.1	14.4	14.0	9.5	9.1	8.3		8.2
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	45.3	46.5	46.8	48.4	50.6	53.7	55.8	58.2	60.7	63.0	63.7	64.3	62.2	60.9	60.0		57.1
	WK 2	47.9	49.1	49.0	51.8	53.7	56.6	58.9	60.8	60.9	61.4	62.0	62.6	59.4	58.9	57.1		54.2

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. THU. SEP. 14, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. SEP. 8, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					19,670 26.4					24,210 32.5							
Happy Days (8:00-9:00PM)(R)									(OP)				Roots (9:00-11:00PM)(R)				
AVERAGE AUDIENCE (Households (000) & %)					14,450 19.4					18,480 24.8							
SHARE OF AUDIENCE %					40		18.0* 39 *		20.8* 41 *	43	23.6* 42 *		24.1* 41 *		25.1* 43 *		26.3* 45 *
AVG. AUD. BY ¼ HR. %					16.7		19.4	19.7	22.0	23.2	24.0	24.3	24.0	24.6	25.5	26.3	26.3
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					11,920 16.0					12,440 16.7							
Wonder Woman (R)									(OP)				CBS Friday Night Movie "SOMETHING FOR JOEY" (9:00-11:00PM)(R)				
AVERAGE AUDIENCE (Households (000) & %)					8,270 11.1					8,420 11.3							
SHARE OF AUDIENCE %					23		10.2* 22 *		11.9* 23 *	19	10.3* 18 *		10.7* 18 *		11.6* 20 *		12.4* 21 *
AVG. AUD. BY ¼ HR. %					10.2		10.2	11.8	12.1	10.3	10.3	10.4	11.1	11.5	11.7	12.4	12.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					9,610 12.9					17,210 23.1							
Bay City Rollers Meet the Saturday Superstars (8:00-9:00PM)									(OP)				Eddie Capra Mysteries (9:00-11:00PM)				
AVERAGE AUDIENCE (Households (000) & %)					5,810 7.8					11,850 15.9							
SHARE OF AUDIENCE %					16		7.7* 17 *		7.8* 15 *	27	15.3* 27 *		16.3* 28 *		15.8* 27 *		16.0* 27 *
AVG. AUD. BY ¼ HR. %					8.2		7.2	7.5	8.2	14.7	15.9	16.3	16.4	16.0	15.7	16.3	15.8
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					43,960 59.0												
WBA World Heavyweight Championship (8:00-11:41PM)(1)									(OP)								
AVERAGE AUDIENCE (Households (000) & %)					27,790 37.3												
SHARE OF AUDIENCE %					61		21.8* 42 *		27.1* 48 *		31.3* 51 *		37.0* 58 *		42.5* 65 *		47.4* 72 *
AVG. AUD. BY ¼ HR. %					19.9		23.8	26.1	28.1	30.4	32.3	35.6	38.5	41.8	43.3	46.0	48.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					13,410 18.0					16,540 22.2							
Incredible Hulk (R)									(OP)				CBS Friday Night Movie "GRAND THEFT AUTO" (9:00-10:45PM)				(2)
AVERAGE AUDIENCE (Households (000) & %)					9,090 12.2					10,650 14.3							
SHARE OF AUDIENCE %					21		11.2* 20 *		13.2* 23 *	23	13.5* 22 *		15.5* 25 *		14.3* 22 *		
AVG. AUD. BY ¼ HR. %					10.5		11.8	12.5	13.9	12.6	14.3	16.0	15.0	14.2	14.3	13.4	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,500 20.8						10,950 14.7						
Friday Movie of the Week "STARSHIP INVASIONS" (8:00-9:30PM)									(OP)				Quincy, M.E. (R)				
AVERAGE AUDIENCE (Households (000) & %)					9,010 12.1						6,850 9.2						
SHARE OF AUDIENCE %					21		11.0* 20 *		12.4* 21 *		12.7* 21 *	15	8.9* 14 *		9.3* 15 *		9.5* 15 *
AVG. AUD. BY ¼ HR. %					11.1		10.9	11.5	13.3	14.0	11.4	8.5	9.2	9.4	9.2	9.1	10.0
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	42.4	43.8	43.9	44.9	45.8	47.4	49.8	52.1	55.5	56.8	57.8	58.3	58.7	58.7	59.4	58.5	
WK 2	46.6	49.1	51.0	52.3	54.1	56.5	57.1	59.4	60.7	61.1	62.3	63.6	64.0	63.6	63.3	61.6	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) PROMO FILL, CBS, (10:45-11:00PM)(SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. SEP. 9, 1978

WEEK		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)									9,310 12.5	14,600 19.6							
					NCAA Football Game "U.C.L.A. VS. WASHINGTON" (6:00-8:53PM)(1)						(2)	Love Boat (R)			(OP)				
		AVERAGE AUDIENCE (Households (000) & %)									6,850 9.2	11,180 15.0							
		SHARE OF AUDIENCE %		12.8* 33 *		11.2* 27 *		10.8* 23 *			19	28	14.2* 27 *		15.7* 29 *				
		AVG. AUD. BY ¼ HR. %	13.5	12.1	11.1	11.3	10.8	10.7	10.3		9.2	13.3	15.0	15.5	16.0				
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,230 19.1					20,640 27.7							
								Paper Chase (8:00-9:00PM)			(OP)	CBS Saturday Night Movie "MAGNUM FORCE" (9:00-11:24PM)(1)(R)							
		AVERAGE AUDIENCE (Households (000) & %)					10,130 13.6	13.3*		13.9*		12,890 17.3	14.3*		16.8*		18.1*		18.8*
		SHARE OF AUDIENCE %					28	28 *		28 *		32	27 *		31 *		32 *		34 *
		AVG. AUD. BY ¼ HR. %					13.1	13.5	13.6	14.2		13.4	15.1	16.5	17.1	17.7	18.5	18.7	18.9
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					21,310 28.6									29,060 39.0			
										US Against the World II (8:00-10:00PM)(OP)							Miss America Pageant (10:00-12:00MD)(1)		
		AVERAGE AUDIENCE (Households (000) & %)					12,140 16.3	13.9*		16.5*			17.7*		17.1*	19,300 25.9	23.9*		25.6*
		SHARE OF AUDIENCE %					32	29 *		33 *			34 *		32 *	50	43 *		46 *
		AVG. AUD. BY ¼ HR. %					12.7	15.2	16.1	16.8	18.0		17.5	17.1	17.2	22.9	24.9	25.6	25.7
2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					24,210 32.5									17,810 23.9			
											Love Boat				(OP)		Fantasy Island		
		AVERAGE AUDIENCE (Households (000) & %)					15,790 21.2	17.6*		20.3*			23.2*		23.6*	15,120 20.3	20.9*		19.8*
		SHARE OF AUDIENCE %					39	35 *		37 *			42 *		41 *	36	37 *		36 *
		AVG. AUD. BY ¼ HR. %					16.6	18.6	19.8	20.7	23.4		23.0	24.0	23.2	21.2	20.5	19.8	19.9
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,890 17.3				13,780 18.5								
								Good Times		(OP)		CBS Saturday Night Movie "THE ISLANDER" (9:00-11:00PM)							
		AVERAGE AUDIENCE (Households (000) & %)					9,910 13.3	12.8*		13.8*	9,240 12.4		12.5*		12.1*		12.5*		12.4*
		SHARE OF AUDIENCE %					26	26 *		25 *	22		22 *		21 *		22 *		22 *
		AVG. AUD. BY ¼ HR. %					12.3	13.4	14.0	13.5	12.2		12.8	12.2	12.1	12.4	12.6	12.7	12.2
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					13,710 18.4				18,030 24.2								
								Chips		(OP)		NBC Saturday Night at the Movies "KING KONG" Pt. 1 (9:00-11:00PM)							
		AVERAGE AUDIENCE (Households (000) & %)					10,210 13.7	12.9*		14.4*	12,370 16.6		14.0*		15.7*		17.8*		19.0*
		SHARE OF AUDIENCE %					26	26 *		27 *	30		25 *		27 *		32 *		34 *
		AVG. AUD. BY ¼ HR. %					12.7	13.0	13.9	15.0	13.5		14.5	15.3	16.2	17.5	18.1	18.8	19.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	38.6	39.9	41.7	44.0	46.6	49.3	49.5	50.1	51.6		53.5	53.8	54.6	55.8	56.3	55.8	55.1
		WK 2	41.0	42.8	43.8	45.7	48.7	51.2	53.6	54.9	54.9		56.3	57.1	57.3	56.3	56.5	55.9	55.3

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES
(2) "NCAA FOOTBALL POST", ABC, (8:53-9:00PM)(S).

EVE. SAT. SEP. 16, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. SEP. 10, 1978

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)	14,450 19.4				29,130 39.1												
		20/20 (R)			(OP)						Roots (8:00-10:51PM)(R)							(1)
	AVERAGE AUDIENCE (Households (000) & %)	9,310				19,670												
	SHARE OF AUDIENCE %	12.5	11.2*		13.7*	26.4	21.7*		25.1*		26.7*		28.1*		29.3*		28.2*
	AVG. AUD. BY ¼ HR. %	24 11.0	23 * 11.5	12.7	25 * 14.6	43 20.8	37 * 22.5	24.7	40 * 25.5	26.4	41 * 27.1	27.9	43 * 28.3	29.0	48 * 29.6	29.7	49 * 24.4
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)							13,780 18.5				8,720 11.7		16,390 22.0				
				U.S. Open Tennis (4:00-8:30PM)			(OP)		60 Minutes				Alice (R)		Kaz			
	AVERAGE AUDIENCE (Households (000) & %)							9,390				7,670		13,190				
	SHARE OF AUDIENCE %		9.3*		10.4*		10.1*	12.6	11.2*		14.1*	10.3		17.7	17.3*		18.0*
	AVG. AUD. BY ¼ HR. %	8.8	20 * 9.9	10.3	21 * 10.4	10.3	18 * 9.9	20 10.8	18 * 11.5	13.8	22 * 14.3	16 9.8	10.8	29 17.1	28 * 17.6	17.7	31 * 18.3
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)	21,830 29.3				25,180 33.8								13,410 18.0				
		Wonderful World of Disney "DONALD DUCK QUACKS UP" (R)							Big Event "SWORD OF JUSTICE" (8:00-10:00PM) (OP)							Weekend (10:00-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)	14,900				17,280								8,720				
	SHARE OF AUDIENCE %	20.0 39	18.1* 37 *		21.9* 40 *	23.2 37	22.0* 37 *		23.8* 38 *		23.3* 36 *		23.7* 37 *	11.7 20	12.8* 21 *		10.6* 19 *
	AVG. AUD. BY ¼ HR. %	16.4	19.9	21.1	22.6	21.8	22.3	23.3	24.3	23.5	23.1	24.3	23.1	13.3	12.2	10.7	10.4
WEEK 2	**ABC TV**																	
	TOTAL AUDIENCE (Households (000) & %)	14,160 19.0				33,230 44.6												
		Lassie-The New Beginning Part 1 (7:00-8:00PM)			(OP)						ABC Sunday Night Movie "BATTLESTAR GALACTICA" (8:00-10:29PM)(11:05-11:30PM)							ABC Special Report (10:29-11:01PM)(SUS.)
	AVERAGE AUDIENCE (Households (000) & %)	8,720				20,930												
	SHARE OF AUDIENCE %	11.7 21	10.7* 20 *		12.8* 22 *	28.1 43	25.8* 41 *		28.6* 43 *		29.8* 44 *		29.1* 42 *		28.1* 41 *		
	AVG. AUD. BY ¼ HR. %	10.0	11.3	11.8	13.8	24.3	27.2	28.5	28.7	29.6	29.9	29.0	29.1	28.4	27.9		
	CBS TV																	
	TOTAL AUDIENCE (Households (000) & %)		22,420 30.1				28,760 38.6											
		CBS NFL Football Game 2 (4:00-7:27PM)(2) ¤		60 Minutes (7:27-8:27PM)(2)			(OP)				Emmy Awards (8:27-10:30PM) (11:03-12:34AM)							CBS News Special Report (10:30-11:03PM)(SUS.)
	AVERAGE AUDIENCE (Households (000) & %)		15,420				13,630											
	SHARE OF AUDIENCE %		20.7 35		22.7* 40 *		18.3 33		18.9* 29 *		22.1* 33 *		23.6* 34 *		22.1* 33 *		
	AVG. AUD. BY ¼ HR. %	18.3	21.1	22.8	22.6	18.8	18.4	18.5	19.4	21.7	22.6	23.5	23.7	22.8	21.4		
	NBC TV																	
	TOTAL AUDIENCE (Households (000) & %)	22,200 29.8								19,440 26.1								
		Wonderful World of Disney "DUMBO"							(OP)		Big Event "KING KONG" Pt. II (9:00-10:29PM)(11:05-11:36PM)							Carter-Camp David (10:29-11:05PM)(SUS.)
	AVERAGE AUDIENCE (Households (000) & %)	11,550								11,180								
	SHARE OF AUDIENCE %	15.5 26	14.1* 27 *		15.4* 26 *		15.6* 24 *		16.7* 25 *	15.0 23	14.7* 22 *		16.3* 24 *		16.5* 25 *		
	AVG. AUD. BY ¼ HR. %	12.9	15.4	15.2	15.5	15.2	16.0	16.8	16.6	14.3	15.2	15.9	16.6	16.7	16.2		
	TV HOUSEHOLDS USING TV (See Def. 1) WK 1	47.5	49.8	52.7	55.7	58.2	60.1	61.9	63.4	65.2	65.7	65.0	64.7	61.2	61.2	59.6	52.1
	WK 2	51.5	54.2	56.4	58.5	62.0	64.5	65.7	67.0	67.2	68.8	69.4	70.1	68.9	67.3	65.6	63.8

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

A-15 ¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) FOR REMAINING RATINGS, SEE OP PAGES.
(1) PROMO FILL, ABC, (10:51-11:00PM)(SUS.).

EVE. SUN. SEP. 17, 1978

SUN. 11:00 P.M.—12:45 A.M. MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
1	ABC TV — TOTAL AUDIENCE (Households (000) & %)	5,440 7.3																	
	ABC TV	ABC Weekend Report-Sunday																	
	ABC TV — AVERAGE AUDIENCE (Households (000) & %)	5,290 7.1																	
	ABC TV — SHARE OF AUDIENCE %	17																	
	ABC TV — AVG. AUD. BY ¼ HR. %	7.1																	
	CBS TV — TOTAL AUDIENCE (Households (000) & %)	5,510 7.4									5,070 6.8								
	CBS TV	CBS Sunday News-Bradley									← Late Movie I (1) → (OP)								
	CBS TV — AVERAGE AUDIENCE (Households (000) & %)	5,220 7.0									2,980 4.0			4.9*		3.9*		3.4*	
	CBS TV — SHARE OF AUDIENCE %	16									20			21 *		21 *		24 *	
	CBS TV — AVG. AUD. BY ¼ HR. %	7.0									5.1		5.1	4.2	4.0	3.8	3.5	3.5	2.5
	NBC TV — TOTAL AUDIENCE (Households (000) & %)			2,530 3.4						10,500 14.1							2,090 2.8		
	NBC TV			← NBC Late Night Movie						← Tonight Show (1) →							← Tomorrow Show (1)(OP) →		
	NBC TV — AVERAGE AUDIENCE (Households (000) & %)			1,120 1.5		2.3*		1.6*		5,510 7.4		9.5*		6.6*		5.1*	1,490 2.0	2.2*	
	NBC TV — SHARE OF AUDIENCE %			8		9 *		8 *		29		30 *		28 *		31 *	17	17 *	
	NBC TV — AVG. AUD. BY ¼ HR. %			2.5		2.1	1.7	1.5	1.3	10.3		8.7	7.3	5.9	5.5	4.3	2.5	1.9	1.7
2	ABC TV — TOTAL AUDIENCE (Households (000) & %)				4,920 6.6														
	ABC TV	(2) (3) (OP) ABC Sunday Night Movie →			ABC Weekend Report-Sunday														
	ABC TV — AVERAGE AUDIENCE (Households (000) & %)				4,690 6.3														
	ABC TV — SHARE OF AUDIENCE %		26.8*		45 *														
	ABC TV — AVG. AUD. BY ¼ HR. %	27.9	26.1		16 6.3														
	CBS TV — TOTAL AUDIENCE (Households (000) & %)								2,090 2.8	6,180 8.3									
	CBS TV	(2)			Emmy Awards (8:27-10:30PM) (11:03-12:34AM) (3)				CBS Sunday News-Bradley (3)		← Late Movie I (1) → (OP)								
	CBS TV — AVERAGE AUDIENCE (Households (000) & %)		17.6*			14.3*		10.8*	1,940 2.6	4,020 5.4		5.8*		5.4*		4.6*			
	CBS TV — SHARE OF AUDIENCE %		30 *			37 *		43 *	15	20		17 *		21 *		26 *			
	CBS TV — AVG. AUD. BY ¼ HR. %	18.1	17.2	15.9		12.8	11.4	10.2	2.7	5.9		5.8	5.4	5.3	5.2	4.5	3.9		
	NBC TV — TOTAL AUDIENCE (Households (000) & %)						2,530 3.4			9,460 12.7							2,530 3.4		
	NBC TV	(2)	← Big Event →				← NBC Late Night Movie			← Tonight Show (1) →							← Tomorrow Show (1)(OP) →		
	NBC TV — AVERAGE AUDIENCE (Households (000) & %)		13.4*				1,640 2.2	2.3*		5,140 6.9		8.2*		6.6*			1,790 2.4	2.7*	
	NBC TV — SHARE OF AUDIENCE %		24 *				16	10 *		25		24 *		26 *			21	22 *	
	NBC TV — AVG. AUD. BY ¼ HR. %	13.0	13.6	10.0			2.3	2.4	2.4	8.5		7.9	7.0	6.2	5.2	5.1	3.0	2.4	1.9
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	44.5	37.9	29.6	24.3		21.1	18.9	16.1	33.7		28.9	24.7	21.8	18.8	16.4	14.2	12.8	11.4
	WK 2	58.2	54.1	39.7	33.5		26.6	22.2	17.8	36.0		31.1	27.3	23.4	19.6	16.6	13.9	12.4	11.0

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M.—12:45 A.M. MON.-FRI. 11:30 P.M.—1:45 A.M.

(1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA). (2) "NEWS SPECIAL-CAMP DAVID", ABC, (10:29-11:01PM), CBS, (10:30-11:03PM), NBC, (10:29-11:05PM)(SUS.). (3) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 4-8, 1978

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)				2,460 3.3				3,280 4.4									
	Good Morning, America		(Co-op)		(Participating)		(Co-op)		(Participating)									
	AVERAGE AUDIENCE (Households (000) & %)				1,790				2,610									
	SHARE OF AUDIENCE %				2.4				3.5									
	AVG. AUD. BY ¼ HR. %				21				23									
					2.3	2.5			3.5	3.5								
CBS TV	TOTAL AUDIENCE (Households (000) & %)		2,160 2.9				2,980 4.0								3,130 4.2		3,730 5.0	
	CBS Morning News		(Co-op)		(Participating)		Captain Kangaroo								All In The Family		Price is Right 1 MTUWF (S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)		1,340				1,790								2,460		3,050	
	SHARE OF AUDIENCE %		1.8			1.7*	2.4	2.0*		2.7*					3.3		4.1	
	AVG. AUD. BY ¼ HR. %		17			15 *	16	14 *		17 *					19		21	
			1.9		1.9	1.6	1.9	2.1	2.5	2.9					3.0	3.6	4.0	4.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)				3,730 5.0				3,200 4.3						3,280 4.4		4,170 5.6	
	Today Show		(Co-op)		(Participating)		(Co-op)		(Participating)						Card Sharks		Hollywood Squares (1)	
	AVERAGE AUDIENCE (Households (000) & %)				2,910				2,530						2,680		3,430	
	SHARE OF AUDIENCE %				3.9				3.4						3.6		4.6	
	AVG. AUD. BY ¼ HR. %				30				24						21		25	
					3.9	3.8			3.5	3.3					3.3	3.9	4.5	4.7

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)				3,050 4.1				3,430 4.6									
	Good Morning, America		(Co-op)		(Participating)		(Co-op)		(Participating)									
	AVERAGE AUDIENCE (Households (000) & %)				2,380				2,910									
	SHARE OF AUDIENCE %				3.2				3.9									
	AVG. AUD. BY ¼ HR. %				25				25									
					2.9	3.3			3.8	3.9								
CBS TV	TOTAL AUDIENCE (Households (000) & %)		2,090 2.8				3,200 4.3								3,500 4.7		4,320 5.8	
	CBS Morning News		(Co-op)		(Participating)		Captain Kangaroo								All In The Family		Price is Right 1	
	AVERAGE AUDIENCE (Households (000) & %)		1,340				1,940								2,910		3,650	
	SHARE OF AUDIENCE %		1.8			1.8*	2.6	2.2*		3.0*					3.9		4.9	
	AVG. AUD. BY ¼ HR. %		15			14 *	17	15 *		20 *					23		28	
			1.7		1.7	1.8	2.0	2.3	2.9	3.1					3.5	4.2	4.7	5.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)				3,800 5.1				3,800 5.1						3,130 4.2		3,580 4.8	
	Today Show		(Co-op)		(Participating)		(Co-op)		(Participating)						Card Sharks		Hollywood Squares (1)	
	AVERAGE AUDIENCE (Households (000) & %)				3,200				3,050						2,680		3,130	
	SHARE OF AUDIENCE %				4.3				4.1						3.6		4.2	
	AVG. AUD. BY ¼ HR. %				31				28						21		24	
					4.3	4.1			3.9	4.2					3.5	3.6	4.0	4.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WK 1	5.7	7.5	8.8	9.8	11.6	13.2	13.9	14.7	15.8	16.8	17.5	17.8	17.6	18.8	19.2	19.5	
WK 2	6.3	8.2	9.8	11.0	12.3	13.7	14.2	14.9	15.3	16.1	16.5	16.6	16.4	17.2	17.3	17.7	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

A-19 (1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. SEP. 11-15, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 4-8, 1978

WEEK 1	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6		5,890 7.9		4,250 5.7		6,560 8.8		8,420 11.3					7,380 9.9			
ABC TV		Happy Days (TU-F (1))		Family Feud		$20,000 Pyramid		Ryan's Hope (TU-F (1))		← All My Children (2)(S)(OP)				→	← One Life to Live (TU-F (1))			→
	AVERAGE AUDIENCE (Households (000) & %)	4,170 5.6		5,140 6.9		3,580 4.8		5,660 7.6		6,410 8.6	8.8*		8.5*		5,740 7.7	7.4*		7.9*
	SHARE OF AUDIENCE %	31		31		20		33		33	35 *		31 *		29	28 *		30 *
	AVG. AUD. BY ¼ HR. %	5.6	5.8	6.5	7.2	4.7	4.9	7.4	7.7	8.6	9.1	8.5	8.2		7.4	7.6	8.0	7.8
	TOTAL AUDIENCE (Households (000) & %)	4,250 5.7		4,620 6.2		6,330 8.5		5,590 7.5				7,600 10.2					7,230 9.7	
CBS TV		Price is Right 2 (MTUWF (S)(OP))		Love Of Life (OP)		Young & the Restless (TU-F (1))		Search for Tomorrow		Special (OP)		← As The World Turns (TU-F (S)(OP))		→		←	Guiding Light (TU-F (S)(OP))	
	AVERAGE AUDIENCE (Households (000) & %)	3,500 4.7		3,870 5.2		5,740 7.7		4,920 6.6				5,660 7.6	7.2*			8.2*	5,290 7.1	7.3*
	SHARE OF AUDIENCE %	23		23		34		28				29	28 *			31 *	26	28 *
	AVG. AUD. BY ¼ HR. %	4.4	5.0	5.0	5.4	7.5	7.8	6.7	6.6			6.8	7.3		8.3	8.0	7.3	7.2
	TOTAL AUDIENCE (Households (000) & %)	4,100 5.5		4,770 6.4		3,500 4.7				2,530 3.4		6,260 8.4					4,840 6.5	
NBC TV		New High Rollers		Wheel of Fortune (3)		← America Alive (3)				For Richer, For Poorer		← Days Of Our Lives				→	The Doctors (3)	
	AVERAGE AUDIENCE (Households (000) & %)	3,500 4.7		4,100 5.5		2,010 2.7	3.0*		2.4*	2,160 2.9		4,620 6.2	5.7*			6.6*	4,540 6.1	
	SHARE OF AUDIENCE %	24		25		11	13 *		10 *	11		23	21 *			24 *	22	
	AVG. AUD. BY ¼ HR. %	4.5	4.9	5.5	5.5	3.1	2.9	2.2	2.6	2.8	2.9	5.5	6.1		6.6	6.6	6.1	6.1

WEEK 2	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
	TOTAL AUDIENCE (Households (000) & %)	4,250 5.7		6,410 8.6		4,540 6.1		6,260 8.4		8,640 11.6					7,750 10.4			
ABC TV		Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		← All My Children (2)				→	← One Life to Live			→
	AVERAGE AUDIENCE (Households (000) & %)	3,730 5.0		5,660 7.6		3,870 5.2		5,290 7.1		6,630 8.9	8.9*		8.9*		6,110 8.2	7.7*		8.6*
	SHARE OF AUDIENCE %	27		37		24		33		37	39 *		36 *		31	30 *		33 *
	AVG. AUD. BY ¼ HR. %	4.6	5.3	7.3	7.9	5.0	5.4	7.0	7.2	8.6	9.2	9.1	8.8		7.7	7.8	8.4	8.7
	TOTAL AUDIENCE (Households (000) & %)	4,840 6.5		4,620 6.2		5,960 8.0		5,660 7.6				7,450 10.0					6,780 9.1	
CBS TV		Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow				← As The World Turns		→		←	Guiding Light	
	AVERAGE AUDIENCE (Households (000) & %)	4,100 5.5		3,950 5.3		5,290 7.1		4,990 6.7				5,510 7.4	7.0*			7.8*	5,140 6.9	6.9*
	SHARE OF AUDIENCE %	30		26		33		31				29	28 *			30 *	25	26 *
	AVG. AUD. BY ¼ HR. %	5.3	5.7	5.2	5.5	6.9	7.2	6.6	6.7			6.7	7.3		7.9	7.7	6.9	6.9
	TOTAL AUDIENCE (Households (000) & %)	3,950 5.3		4,400 5.9		3,580 4.8				1,710 2.3		5,740 7.7					4,920 6.6	
NBC TV		New High Rollers		Wheel of Fortune (3)		← America Alive (3)				For Richer, For Poorer		← Days Of Our Lives				→	The Doctors (3)	
	AVERAGE AUDIENCE (Households (000) & %)	3,430 4.6		3,730 5.0		2,010 2.7	3.2*		2.3*	1,490 2.0		4,320 5.8	5.3*			6.2*	4,470 6.0	
	SHARE OF AUDIENCE %	25		25		12	15 *		11 *	8		23	21 *			24 *	23	
	AVG. AUD. BY ¼ HR. %	4.5	4.7	5.0	5.1	3.1	3.1	2.2	2.3	2.0	2.0	5.0	5.7		6.1	6.4	6.0	6.1
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	19.8	20.8	21.8	22.7	23.5	24.5	24.2	24.7	25.2	25.8	26.3	27.0		27.0	27.3	27.3	27.8
	WK 2	18.0	19.0	20.0	20.9	21.5	22.4	22.3	22.9	23.1	23.8	24.4	25.4		25.5	26.0	26.0	26.9

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) MONDAY IS A BREAKOUT, FOR RATINGS, SEE OP PAGES. (3) "NBC NEWS UPDATE", (SUS.).
(2) "ABC NEWSBRIEF", (SUS.).

DAY MON.-FRI. SEP. 11-15, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 4-8, 1978

WEEK 1	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)	7,380 9.9					4,990 6.7										7,300 9.8	
		General Hospital (S)(OP)					Edge of Night (S)(OP)										ABC World News Tonight	
	AVERAGE AUDIENCE (Households (000) & %)	5,740					4,400										6,330	
	SHARE OF AUDIENCE %	7.7		7.5*		7.8*	5.9										8.5	
	AVG. AUD. BY ¼ HR. %	26		26 *		26 *	19										20	
		7.4		7.7	7.8	8.0	6.0	5.9									8.2	8.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)				5,440 7.3		4,690 6.3										9,160 12.3	
		Guiding Light TU-F (S)(OP)			M*A*S*H TU-F (S)(OP)		Match Game '78 TU-F (S)(OP)				Special (OP)			Special (OP)			CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)				4,540		3,800										8,050	
	SHARE OF AUDIENCE %			7.0*	6.1		5.1										10.8	
	AVG. AUD. BY ¼ HR. %			25 *	21		17										26	
		7.1		6.9	6.0	6.3	4.8	5.4									10.9	10.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)	7,000 9.4															9,390 12.6	
		Another World (1)															NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)	5,360															8,120	
	SHARE OF AUDIENCE %	7.2		6.9*		7.5*											10.9	
	AVG. AUD. BY ¼ HR. %	25		24 *		25 *											25	
		6.7		7.2	7.6	7.5											10.6	11.1

WEEK 2	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)	8,120 10.9					5,220 7.0										8,420 11.3	
		General Hospital					Edge of Night										ABC World News Tonight	
	AVERAGE AUDIENCE (Households (000) & %)	6,330					4,540										7,230	
	SHARE OF AUDIENCE %	8.5		8.4*		8.7*	6.1										9.7	
	AVG. AUD. BY ¼ HR. %	30		30 *		30 *	20										21	
		8.3		8.5	8.7	8.6	6.2	6.0									9.5	9.9
CBS TV	TOTAL AUDIENCE (Households (000) & %)				5,810 7.8		4,400 5.9										10,060 13.5	
		Guiding Light			M*A*S*H		Match Game '78										CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)				4,920		3,650										8,490	
	SHARE OF AUDIENCE %			6.8*	6.6		4.9										11.4	
	AVG. AUD. BY ¼ HR. %			24 *	22		16										25	
		6.9		6.7	6.2	6.9	4.7	5.1									11.2	11.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)	7,450 10.0															9,830 13.2	
		Another World (1)															NBC Nightly News	
	AVERAGE AUDIENCE (Households (000) & %)	5,660															8,570	
	SHARE OF AUDIENCE %	7.6		7.1*		8.1*											11.5	
	AVG. AUD. BY ¼ HR. %	27		25 *		28 *											25	
		6.9		7.3	8.1	8.0											11.1	11.8

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
WK 1	28.4	29.4	29.2	30.4	30.2	31.5	31.9	33.2	34.1	35.2	36.3	38.3	40.7	42.0	42.7	43.2
WK 2	27.4	28.5	29.0	30.5	30.6	32.0	32.6	34.1	35.2	36.2	37.7	39.9	42.9	44.3	45.3	47.1

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY MON.-FRI. SEP. 11-15, 1978

 (1) "NBC NEWS UPDATE", (SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. SEP. 9, 1978

WEEK 1	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)						3,650 4.9		4,770 6.4		6,330 8.5		7,380 9.9		6,030 8.1		6,110 8.2	
	AVERAGE AUDIENCE (Households (000) & %)						Scooby Doo, Where Are You? (OP)		Fangface (OP)		Challenge of the Superfriends I		Challenge of the Superfriends II (OP)		Scooby's All-Stars I		Scooby's All-Stars II	
	SHARE OF AUDIENCE %						2,680 3.6		3,870 5.2		5,290 7.1		6,110 8.2		5,070 6.8		4,990 6.7	
	AVG. AUD. BY ¼ HR. %						37 3.2	4.1	35 4.8	5.5	37 6.5	7.6	37 8.3	8.0	28 6.6	7.0	28 6.9	6.6
CBS TV	TOTAL AUDIENCE (Households (000) & %)						2,910 3.9		5,070 6.8		5,360 7.2		6,630 8.9		7,750 10.4		7,000 9.4	
	AVERAGE AUDIENCE (Households (000) & %)						All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner 1 (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I	
	SHARE OF AUDIENCE %						2,010 2.7		3,580 4.8		4,540 6.1		5,740 7.7		6,930 9.3		5,890 7.9	
	AVG. AUD. BY ¼ HR. %						25 2.1	3.3	31 4.1	5.4	31 5.6	6.5	33 7.2	8.2	38 9.2	9.3	33 8.6	7.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)						1,710 2.3		3,200 4.3		4,170 5.6		4,770 6.4		6,030 8.1		6,110 8.2	
	AVERAGE AUDIENCE (Households (000) & %)			Land of the Lost (SUS.)			Yogi's Space Race I		Yogi's Space Race II		Yogi's Space Race III (OP)		Godzilla Power Hour I		Godzilla Power Hour II (OP)		Fantastic Four	
	SHARE OF AUDIENCE %						1,340 1.8		2,530 3.4		3,050 4.1		3,870 5.2		5,290 7.1		5,140 6.9	
	AVG. AUD. BY ¼ HR. %						19 1.9	1.8	24 3.2	3.6	22 4.2	3.9	24 4.7	5.7	30 7.1	7.1	29 6.6	7.2

WEEK 2	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)						3,500 4.7		4,250 5.7		7,000 9.4		7,600 10.2		6,710 9.0		6,930 9.3	
	AVERAGE AUDIENCE (Households (000) & %)						Scooby Doo, Where Are You? (OP)		Fangface (OP)		Challenge of the Superfriends I		Challenge of the Superfriends II (OP)		Scooby's All-Stars I		Scooby's All-Stars II	
	SHARE OF AUDIENCE %						2,760 3.7		3,350 4.5		5,960 8.0		6,480 8.7		5,660 7.6		5,960 8.0	
	AVG. AUD. BY ¼ HR. %						31 3.5	3.9	26 4.0	4.9	36 7.4	8.6	35 9.0	8.4	29 7.4	7.9	31 8.1	7.9
CBS TV	TOTAL AUDIENCE (Households (000) & %)						3,280 4.4		5,360 7.2		5,660 7.6		7,600 10.2		8,120 10.9		7,750 10.4	
	AVERAGE AUDIENCE (Households (000) & %)						All New Popeye Hour I (OP)		All New Popeye Hour II (OP)		Bugs Bunny/ Road Runner 1 (OP)		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Tarzan & the Super Seven I	
	SHARE OF AUDIENCE %						2,460 3.3		4,400 5.9		5,220 7.0		6,480 8.7		6,930 9.3		7,000 9.4	
	AVG. AUD. BY ¼ HR. %						26 2.7	3.9	33 5.4	6.3	31 6.6	7.3	35 8.8	8.7	36 9.3	9.4	36 9.2	9.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)						2,830 3.8		3,350 4.5		3,950 5.3		4,100 5.5		5,360 7.2		4,100 5.5	
	AVERAGE AUDIENCE (Households (000) & %)			Land of the Lost (SUS.)			Yogi's Space Race I		Yogi's Space Race II		Yogi's Space Race III (OP)		Godzilla Power Hour I		Godzilla Power Hour II (OP)		Fantastic Four	
	SHARE OF AUDIENCE %						2,160 2.9		2,680 3.6		3,050 4.1		3,350 4.5		4,470 6.0		3,430 4.6	
	AVG. AUD. BY ¼ HR. %						25 2.5	3.2	22 3.3	3.8	19 4.2	4.0	18 3.9	5.2	23 6.4	5.5	18 4.6	4.7
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	3.2	4.3	6.2	8.0	9.5	11.7	14.5	17.0	18.7	20.8	22.3	24.0	24.5	25.0	24.3	23.4	
	WK 2	4.4	5.4	6.6	8.7	11.7	14.1	16.5	19.5	21.5	23.3	24.8	25.4	26.0	26.3	26.2	26.3	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEP. 9, 1978

WEEK 1	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)	6,710 / 9.0			4,770 / 6.4		5,440 / 7.3		7,820 / 10.5									
		Scooby's All-Stars III (OP)			All New Pink Panther (OP)		ABC Weekend Specials "THE SEVEN WISHES OF JOANNA PEABODY"		← American Bandstand '78 →									
	AVERAGE AUDIENCE (Households (000) & %)	5,140			3,650		4,540		5,070									
	SHARE OF AUDIENCE %	6.9			4.9		6.1		6.8	6.6*		7.0*						
	AVG. AUD. BY ¼ HR. %	30 / 6.8	6.9		25 / 4.7	5.0	26 / 6.2	6.1	26 / 6.6	26 * / 6.5	6.9	27 * / 7.1						
CBS TV	TOTAL AUDIENCE (Households (000) & %)	7,000 / 9.4			6,630 / 8.9		17,880 / 24.0											
		Tarzan & the Super Seven 2 (OP)			Tarzan & the Super Seven 3 (OP)		←					U.S. Open Tennis (12:00-7:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)	5,590			5,590		3,650											
	SHARE OF AUDIENCE %	7.5			7.5		4.9	4.5*		4.4*		4.7*		5.0*		4.6*		4.6*
	AVG. AUD. BY ¼ HR. %	32 / 7.6	7.4		32 / 7.3	7.7	16 / 4.9	18 * / 4.1	4.2	17 * / 4.5	4.9	18 * / 4.5	4.9	19 * / 5.1	4.8	17 * / 4.5	4.5	16 * / 4.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,770 / 6.4			4,540 / 6.1		5,070 / 6.8		4,920 / 6.6						4,840 / 6.5	12,890 / 17.3		
		Krofft Superstar I			Krofft Superstar II (OP)		Fabulous Funnies		Baggy Pants & the Nitwits						(1) ← NBC Major League Baseball "NEW YORK YANKEES VS. BOSTON" & "MILWAUKEE VS. MINNESOTA" (2:15-5:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	3,800			3,950		3,950		4,250						4,620 / 6.2	6,410 / 8.6		8.2*
	SHARE OF AUDIENCE %	22			23		22		22						25	29		30 *
	AVG. AUD. BY ¼ HR. %	5.2	5.1		5.4	5.2	4.9	5.6	5.5	5.9					6.2	6.9	8.0	8.4

WEEK 2	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)	7,300 / 9.8			5,510 / 7.4		5,960 / 8.0		6,410 / 8.6				4,920 / 6.6		14,680 / 19.7			
		Scooby's All-Stars III (OP)			All New Pink Panther (OP)		ABC Weekend Specials "THE CONTEST KID"		← American Bandstand '78 →				(2)		← NCAA Football Game "VARIOUS TEAMS & TIMES" (1:41-8:02PM)			
	AVERAGE AUDIENCE (Households (000) & %)	5,960			4,320		4,920		3,800				4,620		6,710			
	SHARE OF AUDIENCE %	8.0			5.8		6.6		5.1	5.2*		5.0*	6.2		9.0	8.8*		9.2*
	AVG. AUD. BY ¼ HR. %	32 / 8.2	7.8		27 / 5.7	5.8	27 / 6.4	6.8	21 / 5.1	21 * / 5.2	5.1	21 * / 5.0	26 / 6.2	6.0	30 / 8.7	34 * / 8.8	9.4	34 * / 9.0
CBS TV	TOTAL AUDIENCE (Households (000) & %)	9,390 / 12.6			8,570 / 11.5		6,480 / 8.7		5,960 / 8.0		4,770 / 6.4		3,650 / 4.9					
		Tarzan & the Super Seven 2 (OP)			Tarzan & the Super Seven 3 (OP)		Space Academy (OP)		Fat Albert and the Cosby Kids (OP)		Ark II (OP)		30 Minutes					
	AVERAGE AUDIENCE (Households (000) & %)	7,820			7,520		5,290		4,920		3,800		2,910					
	SHARE OF AUDIENCE %	10.5			10.1		7.1		6.6		5.1		3.9					
	AVG. AUD. BY ¼ HR. %	41 / 10.6	10.5		40 / 10.4	9.8	29 / 7.3	7.0	27 / 6.4	6.8	22 / 5.1	5.1	16 / 4.2	3.7				
NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,200 / 4.3			3,500 / 4.7		3,800 / 5.1		4,470 / 6.0						10,950 / 14.7			
		Krofft Superstar I			Krofft Superstar II (OP)		Fabulous Funnies		Baggy Pants & the Nitwits						(3) ← NBC Major League Baseball "BOSTON VS. NEW YORK YANKEES" & "MONTREAL VS. PITTSBURGH" (2:14-5:07PM)			
	AVERAGE AUDIENCE (Households (000) & %)	2,460			2,830		3,130		3,500						4,920			
	SHARE OF AUDIENCE %	3.3			3.8		4.2		4.7						6.6			5.3*
	AVG. AUD. BY ¼ HR. %	13 / 3.3	3.2		16 / 3.6	4.1	17 / 4.3	4.2	19 / 4.4	5.0					22 / 3.7	4.1	5.0	20 * / 5.6
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	23.0	23.1	23.0	23.4	24.4	25.1	26.4	26.6	26.1	26.4	26.2	26.6	26.3	27.5	28.9	29.6	
	WK 2	25.9	25.3	25.3	25.2	24.7	24.8	24.0	24.4	23.2	23.4	24.0	24.8	25.6	26.4	26.3	27.1	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

▫ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "NBC MAJOR LEAGUE PRE GAME", NBC, (2:00-2:15PM).
(2) "NCAA FOOTBALL PRE GAME", ABC, (1:30-1:46PM).
(3) "NBC MAJOR LEAGUE PRE GAME", NBC, (2:00-2:14PM), FOR RATINGS, SEE OP PAGES.

DAY SAT. SEP. 16, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. SEP. 9, 1978

WEEK 1	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)							13,260 17.8						19,300 25.9				
								ABC Wide World of Sports						NCAA Football Game "U.C.L.A. VS. WASHINGTON" (6:00-8:52PM)				
	AVERAGE AUDIENCE (Households (000) & %)							7,600						8,570				
	SHARE OF AUDIENCE %							10.2	8.0*		10.8*		11.9*	11.5	12.0*			12.0*
	AVG. AUD. BY ¼ HR. %							31 7.7	24 * 8.3	10.6	33 * 11.0	11.7	36 * 12.2	28 12.2	33 * 11.8	11.5		32 * 12.5
CBS TV	TOTAL AUDIENCE (Households (000) & %)																	
		U.S. Open Tennis (12:00-7:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %		4.6*		4.7*		5.1*		5.4*		5.0*		5.5*		5.5*			5.7*
	AVG. AUD. BY ¼ HR. %	4.7	15 * 4.6	4.5	15 * 4.9	4.8	16 * 5.4	5.8	16 * 5.0	5.0	15 * 5.1	5.3	16 * 5.6	5.7	15 * 5.2	5.6		15 * 5.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)															7,450 10.0		
		NBC Major League Baseball "NEW YORK YANKEES VS. BOSTON" & "MILWAUKEE VS. MINNESOTA" (2:15-5:00PM)														NBC Nightly News-Sat.		
	AVERAGE AUDIENCE (Households (000) & %)															6,410		
	SHARE OF AUDIENCE %		9.1*		9.3*		8.7*		8.6*							8.6		
	AVG. AUD. BY ¼ HR. %	8.7	31 * 9.5	9.4	31 * 9.2	8.9	28 * 8.6	8.8	26 * 8.3							22 8.9		8.4

WEEK 2	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV	TOTAL AUDIENCE (Households (000) & %)								6,480 8.7	12,370 16.6							3,870 5.2	
		NCAA Football Game "VARIOUS TEAMS & TIMES" (1:41-8:02PM)(1)¤							(2)	ABC Wide World of Sports							ABC World News Tonight-Saturday	
	AVERAGE AUDIENCE (Households (000) & %)								5,290	6,180							3,200	
	SHARE OF AUDIENCE %		7.9*		8.9*		9.8*		7.1	8.3	7.1*		8.3*			9.6*	4.3	
	AVG. AUD. BY ¼ HR. %	8.1	27 * 7.8	8.5	28 * 9.4	9.8	28 * 9.8	9.3	20 7.1	24 7.2	22 * 7.0	7.8	24 * 8.8	9.7		25 * 9.4	11 4.2	4.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)							10,430 14.0									7,970 10.7	
								CBS Sports Spectacular									CBS Saturday News with Bob Schieffer	
	AVERAGE AUDIENCE (Households (000) & %)							4,770									6,260	
	SHARE OF AUDIENCE %							6.4	4.6*		7.1*		7.4*				8.4	
	AVG. AUD. BY ¼ HR. %							4.2	14 * 5.1	6.4	22 * 7.9	7.4	21 * 7.5				22 8.1	8.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)																6,630 8.9	
		NBC Major League Baseball "BOSTON VS. NEW YORK YANKEES" & "MONTREAL VS. PITTSBURGH" (2:14-5:07PM)															NBC Nightly News-Sat.	
	AVERAGE AUDIENCE (Households (000) & %)																5,440	
	SHARE OF AUDIENCE %		6.5*		6.6*		6.9*		8.5*								7.3	
	AVG. AUD. BY ¼ HR. %	6.0	22 * 6.9	6.9	21 * 6.3	6.7	22 * 7.2	8.1	26 * 8.9	9.3							19 7.3	7.3
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	30.4	31.2	30.7	30.9	30.8	32.4	33.1	32.9	32.7	33.4	33.6	34.7	37.1	37.4	37.6	38.2	
	WK 2	28.7	29.5	30.8	32.8	33.7	34.6	34.3	34.8	32.9	32.4	33.2	34.9	36.3	38.8	38.6	39.1	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "NCAA FOOTBALL POST GAME", ABC, (4:51-5:00PM).
(1) FOR REMAINING RATINGS, SEE OP PAGES.

DAY SAT. SEP. 16, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. SEP. 10, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																2,910 3.9	
AVERAGE AUDIENCE (Households (000) & %)														Kids Are People Too I (SUS.)		Kids Are People Too II (B)	
SHARE OF AUDIENCE %																2,160 2.9	
AVG. AUD. BY ¼ HR. %																14 2.7	3.1
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)									What's New, Mister Magoo? (1) (OP)			Clue Club (1) (OP)		Behold Wondrous Things (SUS.)		Marshall Efron's Illustrated, Simplified & Painless Sunday School (SUS.)	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																3,500 4.7	
AVERAGE AUDIENCE (Households (000) & %)														Kids Are People Too I (SUS.)		Kids Are People Too II	
SHARE OF AUDIENCE %																2,530 3.4	
AVG. AUD. BY ¼ HR. %																17 3.3	3.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)									1,340 1.8		2,010 2.7						
AVERAGE AUDIENCE (Households (000) & %)									What's New, Mister Magoo? (OP)		Clue Club (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)		
SHARE OF AUDIENCE %									1,120 1.5		1,640 2.2						
AVG. AUD. BY ¼ HR. %									11 1.2	1.7	13 2.0	2.4					
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	2.7	3.3	4.4	5.1	6.3	7.6	8.7	10.3	11.9	14.1	14.7	15.5	17.0	19.2	20.8	21.6	
TV HOUSEHOLDS USING TV (See Def. 1) WK 2	2.6	2.8	3.1	3.6	4.8	6.9	9.3	11.6	13.8	15.4	17.6	19.2	20.0	20.4	20.0	20.5	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) DATA NOT REPORTED; COVERAGE BELOW MINIMUM REPORTING STANDARDS.

DAY SUN. SEP. 17, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. SEP. 10, 1978

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
WEEK 1	**ABC TV** TOTAL AUDIENCE (Households (000) & %)	3,280 4.4			3,350 4.5		2,240 3.0		1,420 1.9									
		Kids Are People Too Ill (R)			Animals, Animals, Animals (OP)		Issues And Answers		College Football 1978		Directions (SUS.)							
	AVERAGE AUDIENCE (Households (000) & %)	2,530 3.4			2,530 3.4		1,640 2.2		1,120 1.5									
	SHARE OF AUDIENCE %	16			15		10		6									
	AVG. AUD. BY ¼ HR. %	3.3	3.4		3.4	3.4	2.2	2.3	1.5	1.5								
	CBS TV TOTAL AUDIENCE (Households (000) & %)				2,760 3.7				5,440 7.3		20,040 26.9							
		Camera Three (SUS.)			Face the Nation				CBS NFL Football Pre Game		← CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:13PM) ¤							
	AVERAGE AUDIENCE (Households (000) & %)				2,240 3.0				4,100 5.5		9,910 13.3	10.8*		13.4*		14.2*		13.1*
	SHARE OF AUDIENCE %				12				25		42	41 *		45 *		44 *		39 *
	AVG. AUD. BY ¼ HR. %				2.9	3.0			4.6	6.4	9.5	12.1	12.9	13.8	14.2	14.3	12.8	13.4
	NBC TV TOTAL AUDIENCE (Households (000) & %)						2,830 3.8		2,910 3.9		12,810 17.2							
							Meet the Press		NFL '78-NBC		← NFL Football Game 1-NBC "VARIOUS TEAMS & TIMES" (1:00-4:48PM) ¤							
	AVERAGE AUDIENCE (Households (000) & %)						2,090 2.8		2,090 2.8		4,620 6.2	4.7*		6.0*		6.2*		6.7*
	SHARE OF AUDIENCE %						14		11		19	18 *		20 *		19 *		20 *
	AVG. AUD. BY ¼ HR. %						2.9	2.7	2.4	3.2	4.5	4.9	5.7	6.3	6.1	6.2	6.8	6.7
WEEK 2	**ABC TV** TOTAL AUDIENCE (Households (000) & %)	3,800 5.1			2,240 3.0		2,010 2.7		3,130 4.2									
		Kids Are People Too Ill			Animals, Animals, Animals (OP)		Issues And Answers		College Football 1978		Directions (SUS.)							
	AVERAGE AUDIENCE (Households (000) & %)	2,910 3.9			1,940 2.6		1,420 1.9		2,530 3.4									
	SHARE OF AUDIENCE %	18			12		8		13									
	AVG. AUD. BY ¼ HR. %	3.9	3.9		2.7	2.4	2.0	1.8	3.2	3.5								
	CBS TV TOTAL AUDIENCE (Households (000) & %)				3,200 4.3				6,260 8.4		18,770 25.2							
		Camera Three (SUS.)			Face the Nation				CBS NFL Football Pre Game		← CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:27PM) ¤							
	AVERAGE AUDIENCE (Households (000) & %)				2,530 3.4				4,540 6.1		9,390 12.6	9.6*		12.1*		12.3*		13.2*
	SHARE OF AUDIENCE %				15				26		38	35 *		40 *		36 *		38 *
	AVG. AUD. BY ¼ HR. %				3.3	3.4			5.7	6.6	8.6	10.6	11.9	12.2	12.1	12.5	12.3	14.1
	NBC TV TOTAL AUDIENCE (Households (000) & %)						2,380 3.2		4,540 6.1		17,280 23.2							
							Meet the Press		NFL '78-NBC		← NFL Football Game 1-NBC "VARIOUS TEAMS & TIMES" (1:00-7:05PM) ¤							
	AVERAGE AUDIENCE (Households (000) & %)						2,090 2.8		3,430 4.6		8,200 11.0	10.1*		11.4*		11.3*		10.1*
	SHARE OF AUDIENCE %						14		20		33	36 *		37 *		33 *		29 *
	AVG. AUD. BY ¼ HR. %						2.8	2.7	4.3	5.0	9.1	11.1	11.2	11.6	11.6	11.0	10.1	10.2
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	21.3	21.8	22.0	23.2	22.8	23.2	23.7	25.1	26.4	27.9	29.5	30.5	31.2	33.0	34.0	34.5	
	WK 2	21.1	21.5	22.2	22.1	22.2	23.4	24.8	26.5	28.4	30.6	31.8	33.0	34.3	35.9	36.0	36.2	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

DAY SUN. SEP. 17, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. SEP. 10, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
WEEK 1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:13PM)¤									U.S. Open Tennis (4:00-8:30PM)							
TOTAL AUDIENCE (Households (000) & %)					19,440 26.1												
AVERAGE AUDIENCE (Households (000) & %)					6,480												
SHARE OF AUDIENCE %		14.3*		14.1*	8.7	7.8*		8.8*			9.0*		8.5*		7.2*		7.5*
AVG. AUD. BY ¼ HR. %	14.5	42 *	14.3	40 *	20	22 *	8.7	24 *	8.9		24 *	9.1	22 *	7.2	18 *	7.3	17 *
		14.1		14.0	7.5	8.1		9.0			9.1		8.0		7.2		7.6
NBC TV	NFL Football Game 1-NBC "VARIOUS TEAMS & TIMES" (1:00-4:48PM)(1)¤									NFL Football Game 2-NBC "VARIOUS TEAMS & TIMES" (4:20-7:04PM)¤							
TOTAL AUDIENCE (Households (000) & %)						18,770 25.2											
AVERAGE AUDIENCE (Households (000) & %)						9,390											
SHARE OF AUDIENCE %		6.3*		6.3*		12.6		10.4*			11.7*		12.6*		13.9*		15.0*
AVG. AUD. BY ¼ HR. %	6.0	18 *	6.6	18 *	7.1	32	10.0	28 *	11.7		31 *	11.9	33 *	13.9	34 *	14.5	34 *
		6.5		5.9		10.2		10.8			11.8		13.3		14.0		15.5
WEEK 2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV	CBS NFL Football Game 1 "VARIOUS TEAMS & TIMES" (1:00-7:27PM)(1)¤			(2)						CBS NFL Football Game 2 "DALLAS VS. LOS ANGELES" (4:00-7:27PM)							
TOTAL AUDIENCE (Households (000) & %)			3,730 5.0						20,560 27.6								
AVERAGE AUDIENCE (Households (000) & %)			3,280						12,290								
SHARE OF AUDIENCE %		14.8*	4.4						16.5				15.1*		16.3*		17.0*
AVG. AUD. BY ¼ HR. %	14.8	42 *	12	4.4					37				37 *		37 *		37 *
		14.8	4.2						15.1	15.7	15.3		14.9	16.2	16.4	16.7	17.2
NBC TV	NFL Football Game 1-NBC "VARIOUS TEAMS & TIMES" (1:00-7:05PM)(1)¤			(3)					Religious Series (SUS.)						NBC Nightly News-Sun.		
TOTAL AUDIENCE (Households (000) & %)				4,540 6.1											5,070 6.8		
AVERAGE AUDIENCE (Households (000) & %)				4,170											4,170		
SHARE OF AUDIENCE %		11.4*		5.6											5.6		
AVG. AUD. BY ¼ HR. %	11.0	32 *	11.8	15	4.6										12		
		11.9		5.8											5.5		5.8
TV HOUSEHOLDS USING TV WK 1	34.6	35.1	35.6	36.1	36.8	37.0	37.2	38.2	38.5	38.3	38.2	38.8	40.7	42.1	43.8	46.3	
(See Def. 1) WK 2	36.1	37.0	37.5	38.1	38.4	38.8	38.9	38.0	38.5	40.1	40.3	41.5	43.9	46.0	47.6	48.5	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

¤ VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "CBS NFL FOOTBALL POST", CBS, (3:42-4:00PM).
(3) "NFL FOOTBALL POST-NBC", NBC, (3:48-4:02PM).

DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 9.00-11.55PM NFL MONDAY NIGHT FOOTBALL	11.00	FOR RTGS SEE PAGE	A-2				20.3	FOR RTGS SEE PAGE	A-3				22.7
9.00-11.54PM	11.15				19.2*	38*	18.2				22.0*	42*	21.3
	11.30						16.5						21.3
	11.45				15.6*	39*	14.2				21.3*	49*	21.2
CBS 11.30-11.53PM U.S. OPEN TEN. HILITE-MON(S)	11.30	4,690	6.3	3,950	5.3	16	5.6						
	11.45						4.9						
EVENING TUESDAY													
ABC 11.30-12.41AM TUESDAY MOVIE OF THE WEEK	11.30	9,540	12.8	6,110	8.2	33	9.9	7,300	9.8	4,690	6.3	25	7.4
	11.45				9.2*	30*	8.5				7.1*	24*	6.9
	12.00						7.8						6.2
	12.15				7.7*	35*	7.5				5.9*	25*	5.6
	12.30						7.1						5.2
ABC 12.41- 1.48AM TUESDAY MOVIE-WEEK PART 2	12.30	5,810	7.8	4,470	6.0	42	7.0	4,470	6.0	3,430	4.6	33	5.5
12.41- 1.46AM	12.45						6.6						5.3
	1.00						6.1						4.8
	1.15				6.0*	43*	5.8				4.6*	34*	4.5
	1.30						5.4						3.8
	1.45						4.9						3.5
CBS 11.30-11.45PM U.S. OPEN TEN. HILITE-TUE(S)	11.30	4,170	5.6	3,950	5.3	16	5.3						
CBS 11.45-12.15AM CBS NEWS SPECIAL REPORT(S)	11.45	3,130	4.2	2,530	3.4	13	3.7						
	12.00						3.0						
EVENING WEDNESDAY													
ABC 11.30-12.37AM POLICE WOMAN	11.30	8,340	11.2	5,810	7.8	31	9.2	7,900	10.6	5,660	7.6	30	9.0
11.30-12.36AM	11.45				9.0*	31*	8.7				8.5*	29*	8.1
	12.00						7.4						7.3
	12.15				7.1*	32*	6.7				7.0*	30*	6.8
	12.30						5.7						6.0
ABC 12.37- 1.25AM SWAT-WED	12.30	3,650	4.9	2,980	4.0	29	4.3	3,950	5.3	3,130	4.2	29	4.6
12.36- 1.23AM	12.45				4.2*	27*	4.1				4.4*	27*	4.3
	1.00						3.8						4.0
	1.15				3.8*	32*	3.9				4.0*	31*	4.0
CBS 11.30-11.45PM U.S. OPEN TEN. HILITE-WED(S)	11.30	4,690	6.3	4,320	5.8	18	5.8						
EVENING THURSDAY													
ABC 11.30-12.36AM STARSKY AND HUTCH-11:30	11.30	8,120	10.9	5,660	7.6	30	9.2	8,420	11.3	5,810	7.8	30	9.2
11.30-12.37AM	11.45				8.6*	28*	7.9				8.6*	28*	8.0
	12.00						7.3						7.6
	12.15				7.1*	32*	6.9				7.4*	31*	7.3
	12.30						5.5						6.3
ABC 12.36- 1.23AM SWAT-THUR	12.30	3,800	5.1	3,050	4.1	30	4.7	3,870	5.2	3,130	4.2	28	4.7
12.37- 1.19AM	12.45				4.3*	28*	4.1				4.5*	26*	4.4
	1.00						3.9						3.9
	1.15				3.8*	31*	3.7						3.8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING THURSDAY CONT'D													
CBS 11.30-11.45PM U.S. OPEN TEN. HILITE-THU(S)	11.30	4,920	6.6	4,770	6.4	19	6.4						
EVENING FRIDAY													
ABC 8.00-11.41PM WBA WORLD HVYWT.CHMPNSHIP(S)	11.00							FOR RTGS SEE PAGE A-11					50.9
	11.15										51.4*	79*	51.9
	11.30												43.9
ABC 11.30-12.35AM BARETTA-11:30PM 12.42- 1.46AM	11.30	7,900	10.6	5,510	7.4	24	8.4						
	11.45				8.0*	23*	7.6						
	12.00						7.2						
	12.15				7.0*	25*	6.8						
	12.30						6.1	6,030	8.1	3,950	5.3	30	6.3
	12.45												6.1
	1.00												5.3
	1.15										5.2*	31*	5.1
	1.30												4.6
	1.45												4.4
CBS 11.30-11.45PM U.S. OPEN TEN. HILITE-FRI(S)	11.30	6,260	8.4	6,030	8.1	22	8.1						
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	4,400	5.9	2,380	3.2	25	4.2	3,650	4.9	1,860	2.5	18	3.2
	1.15				4.0*	23*	3.9				3.1*	19*	3.1
	1.30						3.5						2.9
	1.45				3.5*	27*	3.4				2.7*	19*	2.4
	2.00						2.4						1.7
	2.15				2.2*	24*	2.0				1.6*	14*	1.5
EVENING SATURDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	11,400	15.3	11,400	15.3	28	15.3	16,320	21.9	16,320	21.9	38	21.9
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.	11.00	2,680	3.6	2,530	3.4	6	3.4	5,740	7.7	5,360	7.2	15	7.2
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	9,310	12.5	9,310	12.5	25	12.5	7,670	10.3	7,670	10.3	19	10.3
CBS 9.00-11.24PM CBS SATURDAY NIGHT MOVIE	11.00	FOR RTGS SEE PAGE A-12					19.0						
	11.15				18.5*	35*	17.5						
NBC 9.08- 9.09PM NBC NEWS UPDATE-SAT. 8.58- 8.59PM	8.45							9,160	12.3	9,160	12.3	22	12.3
	9.00	11,990	16.1	11,990	16.1	31	16.1						
NBC 10.00-12.00MD MISS AMERICA PAGEANT(S)	11.00	FOR RTGS SEE PAGE A-12					25.9						
	11.15				25.9*	50*	26.0						
	11.30						28.5						
	11.45				28.1*	63*	27.7						
NBC 12.30- 1.51AM SATURDAY NIGHT 11.30-12.56AM	11.30							12,810	17.2	7,970	10.7	35	12.4
	11.45										12.0*	34*	11.6
	12.00												11.0
	12.15										10.5*	35*	10.1
	12.30	8,420	11.3	5,140	6.9	35	8.3						9.8
	12.45				7.8*	33*	7.4				9.5*	37*	9.1
	1.00						7.0						
	1.15				6.7*	35*	6.5						

CONT'D

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING SATURDAY CONT'D														
NBC 12.30- 1.51AM SATURDAY NIGHT-CONT'D		1.30						5.9						
		1.45				5.7*	37*	5.2						
EVENING SUNDAY														
ABC 7.58- 7.59PM ABC NEWSBRIEF-SUN.		7.45	11,180	15.0	11,180	15.0	27	15.0	10,730	14.4	10,730	14.4	25	14.4
ABC 11.01-11.05PM ABC SPECIAL REPORT(S)		11.00							20,860	28.0	20,040	26.9	43	26.9
CBS 7.27- 8.27PM 60 MINUTES		8.15							FOR RTGS SEE PAGE A-15			18.5*	29*	18.1
CBS 8.28- 8.29PM NEWSBREAK-SUN.		8.15	7,230	9.7	7,230	9.7	17	9.7	13,190	17.7	13,190	17.7	27	17.7
8.24- 8.25PM														
CBS 8.27-12.34AM EMMY AWARDS(S)		12.30							FOR RTGS SEE PAGE A-15					8.1
CBS 12.34-12.49AM CBS SUNDAY NEWS-BRADLEY		12.45							FOR RTGS SEE PAGE A-17					2.5
NBC 9.04- 9.05PM NBC NEWS UPDATE-SUN.		8.45							8,790	11.8	8,790	11.8	18	11.8
8.58- 8.59PM		9.00	14,970	20.1	14,970	20.1	31	20.1						
NBC 11.30- 1.34AM NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			1.2*	8*	1.2	FOR RTGS SEE PAGE A-17			2.4*	15*	2.4
12.06- 2.10AM		1.00						1.0						2.3
		1.15				.9*	8*	.8				2.3*	20*	2.2
		1.30						.6						2.2
		1.45										2.2*	25*	2.1
		2.00												1.7
EVENING MONDAY-FRIDAY														
ABC 8.58- 8.59PM ABC NEWSBRIEF-M-F	M-F	8.45	16,610	22.3	16,610	22.3	39	21.1	18,100	24.3	18,100	24.3	39	23.0
9.58- 9.59PM		9.45						26.9						25.8
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	9,240	12.4	8,570	11.5	20	11.2	8,570	11.5	8,790	11.8	19	12.2
		9.00												8.4
		9.15						15.8						
CBS 11.53- 1.29AM LATE MOVIE I	M-F	1.45	FOR RTGS SEE PAGE A-16			2.5*	23*	2.5						
CBS 1.58- 2.58AM LATE MOVIE II	TU-TH	12.00							3,200	4.3	2,830	3.8	23	4.9
1.13- 2.13AM	M-F	12.15	3,350	4.5	2,610	3.5	29	4.2				4.5*	19*	4.3
		12.30						3.8						4.1
		12.45				3.8*	25*	3.7				3.7*	21*	3.7
		1.00						3.8						3.5
		1.15				3.6*	31*	3.7				3.6*	26*	3.5
		1.30						3.9						
		1.45						2.8						
		2.00						3.5						
		2.15				2.6*	37*	2.4						
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	9,090	12.2	9,090	12.2	21	11.6	9,390	12.6	9,390	12.6	20	15.1
		9.00						13.9						13.0
		9.15						12.1						7.0
DAY MONDAY-FRIDAY														

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY MONDAY-FRIDAY CONT'D														
ABC 11.00-11.30AM HAPPY DAYS M-F(B)	MON.	11.00	4,620	6.2	3,730	5.0	19	4.5						
		11.15						5.5						
ABC 12.30- 1.00PM RYAN'S HOPE(B)	MON.	12.30	4,170	5.6	3,430	4.6	16	4.7						
		12.45						4.6						
ABC 1.27- 1.41PM ABC SPECIAL REPORT:SADAT(S)	TUE.	1.15	6,110	8.2	6,030	8.1	33	9.1						
		1.30						7.8						
ABC 2.00- 3.00PM ONE LIFE TO LIVE(B)	MON.	2.00	5,660	7.6	3,870	5.2	16	5.6						
		2.15				5.4*	17*	5.2						
		2.30						4.9						
		2.45				5.0*	16*	5.1						
ABC 3.48- 4.05PM ABC SPECIAL REPORT:BEGIN(S)	TUE.	3.45	6,410	8.6	6,180	8.3	28	8.1						
		4.00						8.6						
CBS 10.30-11.30AM MAGAZINE(S)	THU.	10.30	5,360	7.2	3,280	4.4	25	4.2						
		10.45				4.4*	26*	4.5						
		11.00						4.3						
		11.15				4.4*	25*	4.5						
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,170	5.6	3,800	5.1	22	5.1	4,100	5.5	3,800	5.1	25	5.1
CBS 12.00-12.30PM YOUNG AND THE RESTLESS(B)	MON.	12.00	5,220	7.0	4,470	6.0	21	5.7						
		12.15						6.3						
CBS 1.00- 5.45PM U.S. OPEN TENNIS-MON.(S)	MON.	1.00	10,130	13.6	2,460	3.3	10	3.4						
		1.15				3.3*	11*	3.3						
		1.30						3.6						
		1.45				3.8*	12*	3.9						
		2.00						3.8						
		2.15				3.6*	11*	3.4						
		2.30						3.6						
		2.45				3.4*	11*	3.3						
		3.00						3.5						
		3.15				3.4*	11*	3.4						
		3.30						3.3						
		3.45				3.1*	10*	3.0						
		4.00						3.2						
		4.15				3.3*	11*	3.4						
		4.30						3.1						
		4.45				3.0*	9*	2.9						
		5.00						2.7						
		5.15				2.8*	8*	2.9						
		5.30						3.3						
CBS 1.30- 1.42PM CBS NEWS SPECIAL REPORT(S)	TUE.	1.30	4,400	5.9	4,400	5.9	24	5.9						
CBS 3.52- 4.03PM CBS NEWS SPECIAL REPORT(S)	TUE.	3.45	5,660	7.6	5,590	7.5	26	7.5						
		4.00						7.2						
CBS 5.45- 6.00PM HAMBLETONIAN STAKES(S)	MON.	5.45	2,980	4.0	2,830	3.8	10	3.8						
DAY SATURDAY														
ABC 8.26- 8.29AM SCHOOLHOUSE ROCK-8.26AM		8.15	3,580	4.8	3,280	4.4	40	4.4	3,280	4.4	2,910	3.9	29	3.9
ABC 8.56- 8.59AM SCHOOLHOUSE ROCK-8.56AM		8.45	4,250	5.7	4,100	5.5	35	5.5	4,840	6.5	4,470	6.0	32	6.0
ABC 9.56- 9.59AM SCHOOLHOUSE ROCK-9.56AM		9.45	5,440	7.3	5,140	6.9	30	6.9	5,960	8.0	5,660	7.6	30	7.6

U S TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY SATURDAY CONT'D													
ABC 11.26-11.29AM SCHOOLHOUSE ROCK-11.26AM	11.15	5,140	6.9	4,920	6.6	28	6.6	5,510	7.4	5,220	7.0	28	7.0
ABC 11.56-11.59AM SCHOOLHOUSE ROCK-11.56AM	11.45	4,100	5.5	3,730	5.0	26	5.0	4,470	6.0	4,170	5.6	26	5.6
ABC 2.02- 4.51PM NCAA FOOTBALL GAME	4.45							FOR RTGS SEE PAGE A-27			9.2*	27*	8.9
ABC 6.00- 8.53PM NCAA FOOTBALL GAME(S)	8.45	FOR RTGS SEE PAGE A-28			9.8*	20*	8.8						
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	3,050	4.1	2,760	3.7	32	3.7	3,500	4.7	3,350	4.5	32	4.5
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	4,470	6.0	3,950	5.3	31	5.3	5,360	7.2	4,540	6.1	31	6.1
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	4,990	6.7	4,690	6.3	30	6.3	5,810	7.8	5,440	7.3	31	7.3
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	6,710	9.0	6,560	8.8	37	8.8	7,080	9.5	6,710	9.0	35	9.0
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	7,750	10.4	6,930	9.3	37	9.3	7,380	9.9	6,930	9.3	35	9.3
CBS 11.26-11.29AM IN THE NEWS-11.26AM	11.15	5,960	8.0	5,740	7.7	33	7.7	8,420	11.3	8,200	11.0	43	11.0
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	6,330	8.5	5,810	7.8	33	7.8	7,670	10.3	7,080	9.5	38	9.5
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15							5,070	6.8	4,690	6.3	25	6.3
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45							5,140	6.9	4,920	6.6	27	6.6
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15							3,870	5.2	3,500	4.7	20	4.7
NBC 9.27- 9.29AM METRIC MARVELS- 9:27AM	9.15	3,200	4.3	3,200	4.3	22	4.3	2,980	4.0	2,980	4.0	18	4.0
NBC 10.27-10.29AM METRIC MARVELS-10:27AM	10.15	5,360	7.2	5,140	6.9	29	6.9	3,800	5.1	3,580	4.8	18	4.8
NBC 11.57-11.59AM METRIC MARVELS-11:57AM	11.45	3,950	5.3	3,800	5.1	22	5.1	3,280	4.4	3,200	4.3	18	4.3
NBC 2.00- 2.14PM NBC MAJOR LEAGUE PRE GAME	2.00							2,910	3.9	2,980	4.0	16	4.0
DAY SUNDAY													
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	3,200	4.3	2,760	3.7	16	3.7	1,940	2.6	1,640	2.2	10	2.2
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM-SUN.	9.15	600	.8	520	.7	5	.7	1,420	1.9	1,340	1.8	13	1.8
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM-SUN.	9.45	970	1.3	820	1.1	8	1.1	1,710	2.3	1,710	2.3	13	2.3
CBS 1.00- 3.42PM CBS NFL FOOTBALL GAME 1	3.30							FOR RTGS SEE PAGE A-33					15.0
CBS 5.13- 7.27PM CBS NFL FOOTBALL GAME 2	7.15							FOR RTGS SEE PAGE A-35			18.2*	36*	18.1
NBC 1.00- 4.20PM NFL FOOTBALL GAME 1-NBC	3.45							FOR RTGS SEE PAGE A-33					10.8
1.00- 3.48PM	4.15	FOR RTGS SEE PAGE A-32			7.3*	20*	8.0						

U.S. TV HOUSEHOLDS: 74,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

NTi BULLETIN

September 29, 1978

INSTALLATION OF POPE JOHN PAUL I

On Sunday, September 3, 1978, Pope John Paul I was installed as the successor to Pope Paul VI. The Vatican ceremonies were brought to the American people by the combined facilities of the three national television networks at 12:00NN-2:20PM NY Time. NTI estimates of the audience reached are as follows:

	HOUSEHOLDS	
	Percent	Millions
Total Duration		
Total Audience	26.6	19.4
Average Audience	13.1	9.5
By Half-Hour (Avg. Aud.)		
12:00NN-12:30PM	9.7	7.1
12:30-1:00PM	12.3	9.0
1:00-1:30PM	13.9	10.1
1:30-2:00PM	14.5	10.6
2:00-2:20PM	15.9	11.6

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NTi BULLETIN

September 29, 1978

THE PRESIDENT'S SEPTEMBER 17 PRESS CONFERENCE

President Jimmy Carter held a nationally televised press conference on Sunday, September 17, 1978, at 10:30-11:03PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	HOUSEHOLDS	
	Percent	Millions
Total Audience	62.9	46.9
Average Audience	58.5	43.6

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